Shu You id: shuy

Competitive Analysis

Description of My Planned Project

In this project, I will create an online message app. The purpose of the app itself is to enable users to send messages to each other. The goal of my project is to create a lite version of message app for minimalist and elders who want a simple message app that is easy to hands on and has all necessary features. The main features in my message app are following:

1. Send and receive text message, emoji, and pictures.
2. Speech to text input.
3. Save chat history and pictures.
4. Group chat.

Evaluation of Competition

1. Messenger
By Facebook Web iOS Android
This is a free message app developed by Facebook. Users use their Facebook account to login and can directly chat with their Facebook friends. Many interesting features other than text message such as user can take selfie with special stickers and directly post them on Facebook timeline. Users can make transactions. Beautiful UI. Extra tabs: Games, Explore.

2. WhatsApp Messenger
By WhatsApp Web iOS Android
A free message app developed by WhatsApp. This app requires user to register using their phone number. Like Facebook Messenger, WhatsApp can also snap pictures and post them on its own social platform. The features are simpler than Facebook Messenger. Other than that, they are pretty similar.

3. LINE
By Line iOS Android
A popular message app in Asia market. Users can log in via Facebook account or register a LINE account. This app has a built in social platform like Instagram. Besides basic features, LINE has a similar extra feature structure with Facebook Messenger, such as make transactions, explore games, stickers, and recommended apps.

Comparison Dimensions

1. Basic App Structure: Tabs and layers. The app structure is very important because it determines whether user can quickly learn to navigate through all the features within the app.

2. Features unrelated to messaging. A message app's main purpose is to send and receive messages, and possibly social purpose (post selfie and mood). Other than that, how many extra features does the app include? What is the purpose of that?
3. What is special about each social media platform? What attract users to use a particular apps social media platform?
4. Customization. Can users customize chat screen, message bubble, or theme of the app?
5. Lite Version? Does the company develop any lite versions besides the main app?

Comparison Table

	Basic App Structure: Tabs and layers.	Features unrelated to messaging.	What is special about each social media platform?	Customization.	Lite Version?
Messenger by Facebook Inc.	Four tabs. Two tabs are for game and explore (non-messaging). One main tab with four sub tabs and layers.	Games. Make money transactions. User recommendations. Etc.	Directly associated with Facebook.	N	Y. Only on Android.
WhatsApp by WhatsApp Inc.	Four tabs. One settings tab. No sub tabs.	A timeline where users can post pictures and text.	Auto delete post after 24 hours	N	N
LINE by LINE Corp.	Four main tabs with one extra feature tab that includes all non-messaging features.	A sticker shop. Social media platform. Make money transactions. App recommendation page.	Instagram like UI. Users can like, comment and tag.	Y	Y. Only on Android.

Summary

In conclusion, each message app has its own unique features that attract different groups of people. Like Facebook Messenger directly connects users with all their Facebook friends. LINE has a large number of stickers and an Instagram like social media platform which attract users to post and explore pictures. WhatsApp is popular for its simple design and easy to use. WhatsApp is more like a traditional message app, while two others are inclining towards social media. However,

Facebook messenger and LINE have lite version which is very similar to WhatsApp's structure, but they are only available on android. A lite message app is what I am looking for, so I want to build a message app that only keeps the functions related to messaging and very easy to use. Targeted users are elders and minimalist.