

I conducted a competitive analysis of NextAdmit, Quad Education, and The Princeton Review, focusing on three key areas: essay reviews, counseling services, and college readiness tools. I used these features as benchmarks to evaluate Comet's offerings.

Firstly, I compared their essay tools to Comet's. One notable distinction is that these competitors provide structured pricing for different types of essays, including common application essays, supplemental essays, and letters of continued interest. In contrast, Comet offers a flexible single-essay review option based on the quantity of essays, but without the same level of differentiation. Additionally, NextAdmit stands out by allowing users to set deadlines for essay reviews, which is particularly useful for students working under tight timelines—a feature Comet currently lacks.

Next, I examined Quad Education, which focuses heavily on consultation services. Their website is streamlined for booking consultations with application experts, making the process straightforward and user-friendly. This is a functionality that I wish Comet would incorporate more visibly—perhaps allowing users to schedule meetings directly from the dashboard, rather than having to wait for access through specific packages like the Trailblazer Special.

Lastly, I reviewed The Princeton Review, particularly their college readiness programs. They offer a range of courses tailored to each grade level, from freshmen to seniors, ensuring that students receive age-appropriate guidance throughout high school. I believe Comet could benefit from introducing a similar feature, prompting students to

complete essential tasks based on their current academic standing. For example, when inputting my information into Comet, I would have appreciated reminders about tasks I hadn't completed yet, such as preparing for the SAT, which I still need to take.

In summary, while Comet provides a strong foundation with its flexible essay review service, there are opportunities to enhance the user experience by incorporating deadline options, easier access to consultations, and more targeted college readiness features.