Competitor research document

Votr

Strengths

* Engages with the social media generation
* Simple design

Weaknesses

* Buggy
* Tweets are often irrelevant to politics
* Tweets include 0 context
* Tweets don’t include media
* Due to the above, it doesn’t actually fulfil its function (at least for Morecambe and Lunesdale)
* Only available as an app

TL;DR Politics

Strengths

* Pleasing design
* Potential for expansion

Weaknesses

* Limited amount of information available on the site
* Information is sometimes incorrect
* Confusing language, such as “Party PPC”

Opportunities

* Could include more statistical rankings. For example, page says “David spoke in 33 debates last year” – could this be put onto a page which lists all the candidates and their performance?

Sky Stand Up Be Counted

Strengths

* More interactive than others, as it allows YP to join in
* Uses lots of social media platforms
* Written news

Weaknesses

* Written news require a lot of maintenance
* Not a lot of background information

Vote for Policies

Strengths

* Interactive

Weaknesses

* Requires a lot of time to investigate
* Focused on the election