

Competitive Analysis

	Direct				Indirect				
	Instagram	WeChat	Eventbrite	Little Red Book	Rela	Esty	Doordash	Amazon shopping	Photolive stream
Description	The most popular social app in the world	The most popular social app in China	An app for event search	The most popular lifestyle platform which integrates community, content and commerce	The one and only dating app for Chinese lesbians	An American online store platform that features the buying and selling of finished handicrafts	An online food ordering and food delivery platform	An online shopping platform	Photolive stream platform; https://photostream.live/
Brief summary	Good human interaction But the authenticity is doubtful, need to have prior knowledge	Chat software, strict supervision, group chat information is complicated, the group owner can not view the full content	A very effective tool when finding event, but sometimes lack info and no social level at all	Recommended according to preference and location, easy to operate But the authenticity is doubtful, homogeneous recommendations, not suitable for in-depth content	Dating software, Not easy to get information	Very good community and helping atmosphere	Good at categorizing multiple types of service, food and recommendation	Review part is very helpful	easy and straight forward way, but only single function
Pros	IG story is good, don't need to think too much about the post Can interact with friends	Group: Very localize; Official chanel: More authoritative Suitable for more serious content High level of integration	Very clear and straight forward information very useful when searching for events	Accurate Big data recommendations, location-based, picture-based. High conversion rate of peer-to-peer traffic. Very simple operation Bloggers can initiate group chats (but not often) Complete information of all types (food, events, exhibitions, travel...)	Location based, with access to people nearby. Large user base	Provide both item reviews and shop reviews, more ways to evaluate the quality "Etsy's pick", like an official recognition Show what's behind the product, the story	Provide many types of service clearly Appealing design Straightforward flow	Review: photo priority + keywords Rating data shows distribution in each level	A good way to have everyone participating in
Cons	Need to follow a specific person Need to go to other platforms to learn about the event after knowing the information Lack of authenticity, exaggerating for the sake of sponsorship or maintaining a persona	Group: Strict regulation, risk of blowing up the account Very Manual, can't connect with other web pages - Poor third party interface Difficult to keep track of what each person's reply is Very independent, and the group owner can't see the data and statistics There is a lot of irrelevant chit chat, so it is difficult to capture important activity messages The number of active people in a large group is fixed, most people are silent Cumbersome verification process: recommendation from acquaintances - administrator verification (voice, picture) - enter the group - response within the group Official channel: Generally see the activities in the channel, you need to go to other platforms to explore more	not very "community" wise too many types of events, hard to decide if nothing in mind the filter is too chaotic	Lack of authenticity, will exaggerate for the sake of sponsorship or maintaining the persona Too many homogeneous recommendations, making it difficult to expand the circle Needing an extremely strong visual impact to be read Content with depth is not popular Only suitable for those who already have a preliminary purpose, and then search for related information	UX is poorly designed and very strict in reviewing content Online chat is difficult to go deeper and continue Eye squeeze feature expresses very vague information Users are generally young in age, the inherent impression/labeling is serious, and those who do not conform will be personally attacked Can not get useful information It is difficult to target local people who can participate by posting events	Too much information when it comes to the main page of an item	Too much information, need more thoughts on layout	Too much information when it comes to the main page of an item	Need to charge money Very single function, not appealing enough