

# **I214** Competitive analysis

September 18, 2006

# What's in a competitive analysis?

“What are competitors (and other ‘best practice’ sites) doing to provide services and content that is positive and meaningful to users?”

Site name	Travelocity.	Expedia	Travelnow	Yahoo! Travel	Netscape Travel	Lufthansa	Air Icelandic	Southwest	Alaska	United	Away.com	Lonely Planet
Classification	Portal sites					Airline sites					Adventure	
General features												
Search for flights												
Make online reservations												
Search for hotels												
Make online hotel reservations												
Search for rental ccars												
Search for vacation packages												
Customer service 1-800												
Customer service online chat												
Book flight features												
Search for flights												
By city												
By date												
By price												
Sort flights												
By airline												
By lowest fare												
By nonstop												

# Formal vs informal comparisons

	Formal Industry Analysis	Informal Features Analysis
Team	An independent research team with expertise and background in marketing, communications, research, and/or strategy	Members of the {product} development team who will be re-creating the user experience online
Approach	Formal analysis of industry, market segmentation, trends and forecasts, and customer needs	Informal analysis of competitive sites focusing on features and user experience
Results	Quantitative data-driven market and research-centered focus	Feature-driven, qualitative information, show what is working and what is not working
Report	A huge book of information	5 to 20 pages, short and sweet.
Budget	\$20,000 and up	Lunch to \$20,000
Goals	Provide comprehensive, detailed, strategy-based recommendations on changing marketplaces, evolving business models, and customer habits and segmentation	Gain firsthand view of customer experience. Provide relevant documentation and industry information to the client.

# Steps in competitive analysis

- 1) Define the process
- 2) Create a features list
- 3) Conduct analysis (usability or otherwise)
- 4) Create a report

# Step 1: Defining the process

- 1) Build a plan for analysis
- 2) Define the competitive set
- 3) Categorize your competitive set

2)

**Example: Onlinedatingstudy**

**Top Five Online Dating Web Sites in the US, Ranked by Unique Visitors, December 2006 (thousands)**

1. Yahoo! Personals	4,153
2. Match.com sites*	3,970
3. True.com	3,086
4. Spark Networks	2,504
5. SinglesNet.com	2,173
<b>Total online dating category</b>	<b>20,555</b>
<b>Total Internet users in the US</b>	<b>152,350</b>

*Note: ages 15+; from home and work locations; excludes traffic from public computers (eg Internet cafes) and access from mobile phones or PDAs; \*excludes traffic from sites powered by Match.com, such as and MSN Personals (635,000 unique visitors) as reported in press release, February 12, 2007.*

www.eMarketer.com

3)

**Online Dating Insider**  
Online Dating Industry News & Commentary

HOME CONSULTING CONTACT ARCHIVES ABOUT TOOLS SUBSCRIBE

These posts might be related to what you're looking for:

- Blog Move Update
- Online Dating Insider Blog Network
- PerfectMatch Relationship Expert Single Again
- Online Dating Insider By Another Name
- State of the Blogosphere

**Links for 8-31-07**  
*By David Evans on Aug 31st, 2007*

It's been fun connecting with dating industry folks on Facebook, add me and I'll show you around the various dating apps on Facebook.

Spark Networks is repurchasing 1,000,000 shares of its common stock at \$4.10 per share.

Spark Networks loses another Officer.

Question: What will happen to PlanetOut?

Text Voice Video IM Chat Record

Hosted Web Platform Database-Integrated Starting at FREE

userplane

SkaDate

SSS Networks

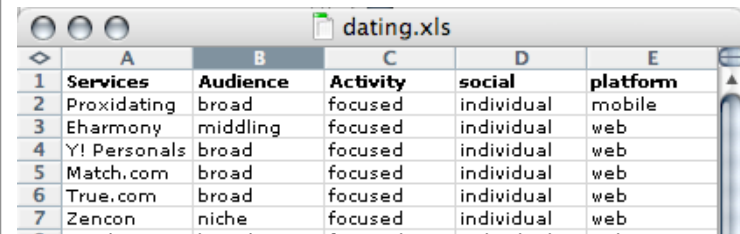
Subscribe by Email

Explore Online Dating Network Blogs

1) what features might serve users with heavy time and/or mobility constraints?

## Step 2: Creating a features list

Example: Onlinedatingstudy



	A	B	C	D	E
1	<b>Services</b>	<b>Audience</b>	<b>Activity</b>	<b>social</b>	<b>platform</b>
2	Proixidating	broad	focused	individual	mobile
3	Eharmony	middling	focused	individual	web
4	Y! Personals	broad	focused	individual	web
5	Match.com	broad	focused	individual	web
6	True.com	broad	focused	individual	web
7	Zencon	niche	focused	individual	web

intent?

platform?

genre?

audience?

personality?

supportforFtF?

socialorientation?

Register to Begin

First Name:

Postal Code:

Country:

Email:

Confirm Email:

Password:

How did you hear about us?

Submit

Already a Singles member? [Log In](#)

FREE to review your matches! Start now.

match.com IT'S OKAY TO LOOK™

I'm a:

im in like with you.

HOME BROWSE MY PROFILE LOGIN SIGNUP

SHE CREATES A GAME. ITS EASY.

THIS demo video isn't finished. For now check out: [How it Works](#) for an explanation of the site.

Hot Games | New Games | Games About To Close

52 120

ABOUT iminlikewithyou or a man, wesa...

# Step 3: Conducting analysis and testing

Perform *individual* evaluations

Conduct *informal* usability testing

Harmony is the first service within the online dating market to launch a scientific approach to matching right compatible singles. Harmony's matching is based on the 29 Dimensions of Compatibility from thousands of successful relationships. If you have tried other online dating sites, graduate to Harmony.

match.com

members sign in here

We guarantee you'll find someone special within 6 months. Don't wait. → Make Love Happen now

make love happen guarantee match.com

I am a:  Man  Woman

Seeking a:  Man  Woman

Between ages: 25 and 45

Your postcode:

Your Date of Birth:

Username:

Password:

Email Address:

Send me photos of compatible matches, tips, announcements, and special offers from Match.com and select third parties.

I am at least 18 years old & have read & agree to Match.com's Terms of Use & Privacy Policy

Find my matches

why Match.com will work for you

- THE MOST INTERESTING MIX OF MEMBERS. We're the biggest\*, so there's someone for every single person. No matter what your type.
- THE MOST PEOPLE LOOKING FOR A SERIOUS RELATIONSHIP. Over 75% of our members are looking for the person that will change their life.
- MATCH.COM WORKS. We're so sure you'll meet someone special within 6 months, we've created the Make Love Happen guarantee. If not, the next 6 months FREE.

Terms of Guarantee | Match International | Our Credo | Local Dating

okcupid

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"OkCupid says I'm perfect!" drifting\_latus

OkCupid is Totally Free

Show me:

Seeking:

Age: 18 to 99

Find Your True Self: Take The Free Online Dating Personality Test Right Now!

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OkCupid! Free Online Dating

OkCupid is a free online dating service brought to you by the creators of SpinDate and TheDate. We're proud to offer you a breath of fresh air in your search for the best online dating site. Our matching service is based upon complex algorithms that aim to vastly improve your online dating experience. We are currently in the process of launching our new dating concept for a limited time period. We welcome you to check out our gay singles, Christian singles, a Jewish matchmaking service, a gay dating service, or meet an adult friend finder. You can use our find it at OkCupid.

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Member login

Join today's limited-time FREE Trial offer

- Offer valid 01/30/07
- Free to - contact members
- Free to - receive and read e-mails from members
- Free to - reply to e-mails from members
- Free to - create your own personality profile
- Free to - use the compatibility matching system and view photos
- No credit card required

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- Proprietary compatibility matching technology
- More marriages than any other dating site

get your free trial membership

Quick search 13,606,455 members with photos 24,254 members online

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WHO'S SEARCHING FOR YOU?

Enter Your Name and Age to Find Out

First Name:

Last Name:

Age:

Find Out

SEXPLORATION ARE YOU WILD...OR MILD?

TRUE's research has uncovered that there are eight different sex personalities. Take our SexExploration™ test now to find out your type - and we'll show you your hottest match!

WARNING: MARRIED PEOPLE AND CRIMINALS WILL BE PROSECUTED

If you are married and representing yourself as single, or if you are a convicted criminal, be aware that you could be guilty of fraud and subject to civil and criminal penalties under U.S. federal and state law. For example, Title 18, Section 1343 of the U.S. Code authorizes fines of up to \$250,000 and jail sentences of up to five years for each offense. TRUE reserves the right to report violators to appropriate law enforcement authorities and seek prosecution or civil redress to the fullest extent of the law. If you are married or a convicted criminal, please close your browser.

## Step 4: Creating a final report

- 1) Create a features grid or a landscape map
- 2) Make overall evaluations

