Competitive Analysis

Yelp

Positioning:

Yelp is an online business directory where enterprises can get listed and found online. Customers can find them, contact them and rate them. The combination of all these things makes Yelp very useful. Customers can leave feedback on their experiences with that business which does two things:

a) It informs future customers of what they might expect and it keeps standards high
b) It forces an improvement of those standards to prevent negative feedback.

Yelp acts as a travel guide to find the perfect places to eat, shop, drink, relax, visit and play. It is available in 32 countries and as of Q3 2018, Yelp users have contributed over 171 million reviews of almost every type of local business.

Primary Audience:

- General public
- Students
- Business Enterprises
- Travellers

SWOT Analysis:

Strengths

- Onboarding process is very easy
- Simple and user friendly UI
- Very popular among users
- Heavy traffic volume
- Is provided at a low or no cost
- Provides a sense of community among users.

Weakness

- App is not very attractive
- Less clarity in the search function
- Selection of restaurants is limited
- Cannot select based on dietary restriction
- Need to refresh screen several times during search

- With so many review spammers and virtually no transparency on reviews, it makes it hard for consumers to trust these websites.
- Probably the biggest drawback to Yelp is the algorithm the website uses to filter reviews. This tool may knock out some of your positive reviews, which in turn could affect your star rating.
- Have no control over the reviews that are listed

Opportunities

- Improve transparency on reviews
- Improve algorithm used to filter reviews
- Can add more useful features
- Can include more products and services
- Can improve UI
- Can make use of more colors

Threats

- High competition
- Technological problems

Happy Cow

Positioning:

The idea of HappyCow started in 1997 by Eric Brent, Founder and Director, when he first learned that the only world guide to vegetarian restaurants and vegan restaurants on the internet at that time (now defunct) was no longer being updated. That objective has since been refined to be to assist, "people everywhere to find vegan, vegetarian, and healthy food. They position themselves as the longest-running and most comprehensive searchable global guide to vegetarian & vegan restaurants and health food stores. They are currently available in 180+ countries.

Primary Audience:

- People with diet restrictions
- Travellers

SWOT Analysis:

Strengths:

- User friendly interface
- Straightforward and intuitive
- Easy navigation
- Friendly logo design
- Useful for people with diet restrictions
- Can Filter by Vegan, Vegetarian, Gluten-Free, cuisine type, and more
- Available in 180+ countries
- Helps plan your travels by using our interactive map and saving places for offline viewing

Weakness:

- Selection of restaurants is limited
- Mobile app is not free
- Pages look too colorful and distracting
- Not very popular among general public
- Serves specifically the vegan/vegetarian market

Opportunities:

- Can expand to include other diets as well
- Can make their website/app more attractive
- Can link to other services to expand their business
- Can provide the list of food options available at selected restaurants

Threats:

- High competition
- Technological problems

Uber Eats

Positioning:

Uber Eats is an American online food ordering and delivery platform launched by Uber in 2014. Uber Eats accounted for $1.46 billion of Uber's $11.27 billion in total revenue for 2018. UberEats launched in Los Angeles, New York and Chicago in April 2015 and has since grown to more than 500 cities globally, encompassing more than 220,000 restaurants.

Primary Audience:
- General public
- Students
- Business Enterprises
- Travellers

SWOT Analysis:

Strengths

- It is a well recognized brand
- Very popular among users
- Free to download app
- Onboarding process is very easy
- Simple and user friendly UI
- Easy navigation
- Good use of colors
- Help people eat from restaurants who don't deliver

Weakness

- Selection of restaurants is limited
- Cannot select based on dietary restrictions
- Their idea can be imitated very easily
- Unpredictable business model
- Does not deliver to several cities

Opportunities

- Can add more useful features
- Can include more products and services
- Can improve UI
- Can make use of more colors

Threats

- Idea can be copied easily
- Technological problems
- High competition

New Competitor in market:

All three services provide features that are very beneficial for users. So a new competitor entering the market can incorporate essential features like being able to select diet restriction, having a responsive map to locate restaurants near them etc. as well as include some other unique features like being able to see what food on the menu caters to their needs, getting the food delivered to their location etc. to be successful. The app must also be simple, easy to navigate and must include only relevant features useful to users.