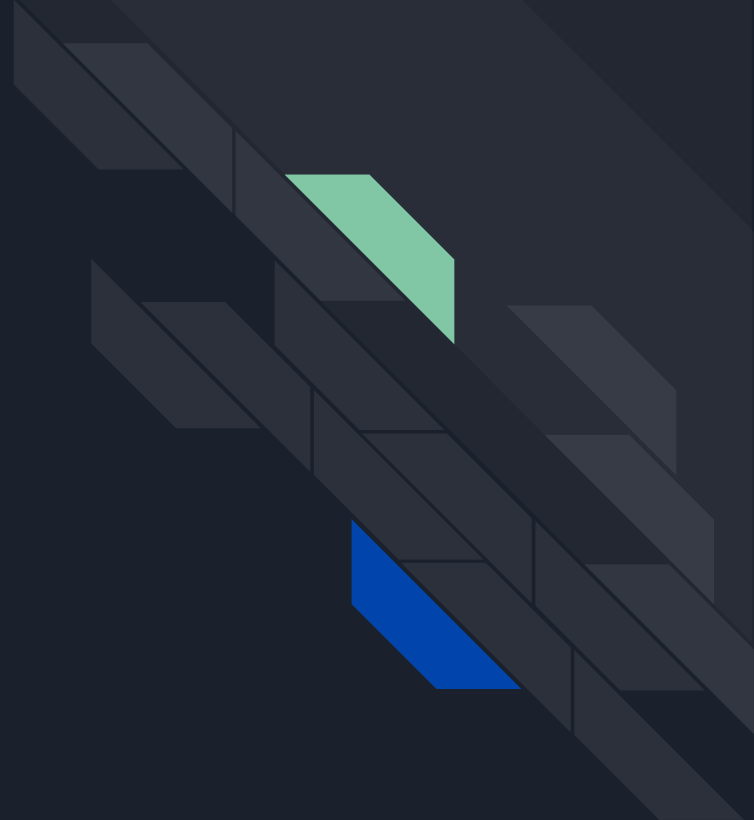




eXplore, Competitive Analysis

By: Omar Taha



Competitor #1:

Pokemon GO





Pokemon Go, Key Objectives

Core Message:

01

Go on an adventure as a Pokemon Trainer and learn how to catch them all.

How they Present Themselves:

02

An Augmented Reality Mobile Game that allows user to discover Pokemon when they go out and explore to fill up the in-game Pokedex(Log of all Pokemon).

How they Stand Out from Competitors:

03

Pokemon Go sets itself apart by creating an immersive experience based off of the beloved franchise that has a very strong following already.



Pokemon Go, Overall Strategy

Business Strategy:

- 01 Pokemon Go is reliant on in-game purchases and has been successful in getting users to purchase items that continue to motivate users to keep using the application and a cycle of playing, buying, and more playing occurs.

How they Attract Customers:

- 02 Pokemon Go heavily relied on their name to garner interest from fans of the franchise and they continue to update their application to enhance the experience, especially for new users to still be able to join anytime.

How they Position Themselves Amongst Competitors:

- 03 Pokemon Go has had copious amounts of press on them and was one of the first applications to have astounding number of users going out to try out the features and see what the hype was about.



Pokemon Go, Market Advantage

At the peak of Pokemon Go's release, they had 45 million users worldwide and averaged upwards of \$200,000 a day. It is the 139th application amongst the "Top Free Games" in Apple Store, but is 6th amongst top role playing games and 11th amongst top strategy games. Pokemon Go had (and still has) an enormous amount of expectations when being released due to the name and the nostalgia that it carries with fans of the franchise, but still places itself as a mobile game that can be played by new users to the franchise.



Pokemon Go, Marketing Profile

Pokemon Go's target market are users that want to immerse themselves into the world of Pokemon and be real world Pokemon Trainers. Their existing clients is mainly fans of the franchise. With the amount of press and reviews of the application, Pokemon Go was really under the microscope and dealt with a lot of fan criticisms for certain features, but has continued to listen to the user and bring in updated/new features to continue the immersive experience. They use to advertise quite often on Youtube due to many Youtubers streaming and sharing their experiences with the game. Nowadays, they use Twitter to communicate with users, outside of their support team, and they have stuck to their goal of getting people out of their homes to enjoy a new kind of gaming experience.



Pokemon Go,

SWOT

Strengths: Based off of a Beloved Franchise and the Franchise Fans. Simple to Use Application with an Assortment of Content to Dive into.

Weaknesses: Game can't be played without moving around, there is no other way to enjoy the game leisurely. Heavily targeted towards a specific market, doesn't cater well to new users that have no interest in such a franchise. During their release, application crashed often and was unusable until updates were made. Not an application most would consider to be a scavenger hunt application, instead considered an app with scavenger hunt-like features.

Opportunities: A way to stay engaged and socialize with other users throughout the day, when at home and not exploring the area.

Threats: Loss of interest in the Franchise. Businesses and Landmarks not agreeing to be used as "PokeSpots" for users to huddle around. More applications that are geared towards the more traditional scavenger hunt methodology.



Pokemon Go, UX Analysis, Part 1

Usability: Pokemon Go is very simple to open and jump right into the game. You simply walk around and tap on any Pokemon that appear to attempt to catch them. However, if you want to take a look at your account, the menu is a bit cluttered with the badges and finding certain features can cause some confusion for new users.

Layout: Pokemon Go's Layout is designed to be simplistic, but puts itself in a tough spot with their continuous adding of new features that are explained by the in-game NPC, but not shown how to get to those certain features on screen.

Navigation Structure: Pokemon Go's user flow can get confusing if you find yourself looking for a specific feature, but the menu tries to break it down as simply as possible, but Pokemon Go's organization of where certain features are located does make it a challenge. For example, you have to go into your account to look at your friends and interact with them, which isn't really a clear user flow.



Pokemon Go, UX Analysis, Part 2

Compatibility: The application is compatible with all mobile devices, such as, smartphones and tablets. But it is strictly a mobile application so can't be utilized on a computer.

Differentiation: Pokemon Go gets a real boost from their Franchise backing, but had to meet its expectations with the content and features offered. They have successfully developed a gaming application that simulates the user's desire to immerse themselves in the augmented reality of being a Pokemon trainer. For my own application, taking the approach of throwing the user right onto a map of their area at after opening the application and giving them the freedom to search around the area for items to scavenge for might be a good way to incite interest in users.

Calls to Action: Pokemon Go has clear pages for support and their store for in-game purchases is easy to navigate with the price of every item being displayed and a tap of the item gives more information on the how to use.

Competitor #2:

GooseChase

goosechase HOW IT WORKS PRICING SOLUTIONS SIGN UP LOG IN

Scavenger Hunts for the Masses

The easiest way to organize and run a scavenger hunt.

[TRY IT FREE! *](#) or [LEARN MORE](#)

Free forever for recreational use, [corporate & educational pricing](#) applies.

[Contact us!](#)



GooseChase, Key Objectives

Core Message:

01

Set-Up and Enjoy a Scavenger Hunt for a Group to team build and get people to interact with their surroundings.

How they Present Themselves:

02

GooseChase says it's "the easiest way to organize and run a scavenger hunt", giving themselves the tagline of being the original scavenger hunt application.

How they Stand Out from Competitors:

03

GooseChase uses the concept of scavenger hunting and accommodates the idea to large user bases, such as, universities and corporations.



GooseChase, Overall Strategy

Business Strategy:

01

GooseChase's strategy is offering four different pricing options that are implemented to target different markets and their main source of revenue are universities and corporate level businesses.

How they Attract Customers:

02

GooseChase uses Facebook and Twitter to interact with users, but they mainly reach out to businesses and universities with a sales team to garner interest.

How they Position Themselves Amongst Competitors:

03

Unlike many other mobile applications, they have turned their mobile gaming application into a tool for a bigger business model for team building and exploration.



GooseChase, Market Advantage

GooseChase calls itself the “original scavenger hunt application” and was ranked #1 for a majority of websites that came up when I searched Google for Scavenger Hunt applications. The application was second, after an application called “ScavengerHunt.com”, when scavenger hunt was searched. I think that goes to show that they have set themselves apart for the competition and the way they target universities/businesses allows for a broad range of users that allows the application to continue growing and adapting to more users based off of constructive feedback.



GooseChase, Marketing Profile

GooseChase's target market is primarily institutions that will use their website to set up a scavenger hunt and those that will be participating must download the application to begin the scavenger hunt process, allowing for a scavenger hunt session that can accommodate small or large groups. Their current marketing strategy is using their sales teams to reach out to institutions that they believe might benefit from their product. They use Facebook and Twitter, but it hasn't been active since May so I believe they are more focused on the institutions to reach a wider range of users without needing to market to a wide variety of users.



GooseChase,

SWOT

Strengths: An awareness to how institutions can benefit from their product. A streamlined way to reach a wide audience with singular contact with universities and businesses. Being one of the top ranked scavenger hunt applications.

Weaknesses: Games can only be set on their website, unable to set them through the application. Users that want to use the application without paying are stuck to 3 teams, which can limit the usability of this application.

Opportunities: GooseChase only needs one user per team to have the application to play the game and track progress, but instead, I can use the same concept of tracking progress by having one user be assigned the leader role to get updates and all other users would gain experience from being part of the adventure by signing into the adventure session.

Threats: No new institutions being interested in utilizing their service and implementing their product, which would take a big hit at the financial health.