

Compare the in-app menu navigation experience of each competitor.

| General information                  |             |                  |                    |                |                                      |                 |  | UX (rated: needs work, okay, good, or outstanding)   |  |   |  | Visual design  | Content  |   |  |  |                 |
|--------------------------------------|-------------|------------------|--------------------|----------------|--------------------------------------|-----------------|--|--|--|---|--|--|--|---|--|--|-----------------|
| Competitor type (direct or indirect) | Location(s) | Product offering | Price (€ - \$1000) | Website (URL)  | Business size (small, medium, large) | Target audience | Unique value proposition   | Desktop website experience   | App or mobile website experience   | Features  | Accessibility  | App Interaction  | User flow  | Navigation  | Brand identity   | Tone   | Descriptiveness |
| Homeschool.com                       | Direct      |                  | Free               | homeschool.com | small                                | Adults          | Targets homeschooling parents only to help them get set up on the path for homeschooling | <b>GOOD</b><br>+ A ton of information<br>+ Sitting post for parents included<br>- A ton of information<br>- No personalization for parents/guardians<br>- Content overload, makes everything seem daunting<br><b>RATING</b> + Successes- Drawbacks | <b>N/A</b>   | <b>GOOD</b><br>+ Huge resource library<br>+ Has reviews to 3rd party curriculums<br>+ Plenty of videos<br>- No personalization features   | <b>OKAY</b><br>+ Pinch/Zoom functionality works on mobile<br>+ High contrast design<br>- No other options                                  | <b>NEEDS WORK</b><br>+ Get started is available<br>- No specific user flow other than the above mentioned<br>- All information layed out on extensive pages, these would be better served under collapsible accordions, etc...<br><b>OKAY</b><br>+ Creating a post has a very clear user flow<br>+ For Site has a very clear user flow<br>- Message actions are confusing or unclear | <b>OKAY</b><br>+ Most items can be found in the hamburger menu<br>- A ton of options                                       | <b>OKAY</b><br>+ Mostly clean<br>- very little color, mostly black/white text<br>- ads are messy<br>- buttons do not contain text in mobile version | Formal, to-the-point. Could use a "sage" archetype tone - establish a guide feel so the viewer doesn't feel so lost<br>Casual. Tries to be fun, but can be a bit confusing | <b>GOOD</b><br>+ Conveys info clearly<br>- TLDR in full effect<br><b>NEEDS WORK</b><br>- Nothing in the app is explained, leaves it to the viewer to figure things out |                 |
| Nextdoor                             | Indirect    |                  | Free               | nextdoor.com   | large                                | Adults          | A social app dedicated to neighbors.   | <b>RATING</b> + Successes- Drawbacks   | <b>OUTSTANDING</b><br>+ Consistent Branding<br>+ Excellent interactive map that allows you to see neighbors that are offering help, designed with clear icons<br>- Too many ads<br>- Homepage is too confusing, everything blends together<br><b>OUTSTANDING</b><br>+ Easy navigation<br>+ Strong branding<br>- Political Drawbacks<br><b>OUTSTANDING</b><br>+ Easy navigation<br>+ No limits on content | <b>GOOD</b><br>+ Interactive Map showing "helping hands" and "events"<br>+ Notifications are effective<br>- Posts are not categorized and cannot search by category<br>- Have to scroll through posts as there is no search option<br><b>GOOD</b><br>+ Massive following<br>+ Simple features<br>- Limitations on content<br><b>OUTSTANDING</b><br>+ Successes<br>- Drawbacks | <b>NEEDS WORK</b><br>+ High Contrast in light mode<br>- map has low visibility in dark mode<br>- does not appear to have any other options | <b>OUTSTANDING</b><br>+ Super intuitive  | <b>OUTSTANDING</b><br>+ Simple & Intuitive   | <b>GOOD</b><br>+ Recognized world-wide  | Brief description  | <b>RATING</b><br>+ Successes<br>- Drawbacks  |                 |
| Twitter                              | Indirect    |                  | Free               | twitter.com    | large                                | Adults          | Social app whose reach is most everywhere  | <b>RATING</b> + Successes- Drawbacks   | <b>OUTSTANDING</b><br>+ Easy navigation<br>+ Strong branding<br>- Political Drawbacks<br><b>OUTSTANDING</b><br>+ Easy navigation<br>+ No limits on content   | <b>GOOD</b><br>+ Successes<br>- Drawbacks   | <b>OUTSTANDING</b><br>+ Super intuitive  | <b>OUTSTANDING</b><br>+ Simple & Intuitive   | <b>OUTSTANDING</b><br>+ Recognized world-wide  | Brief description   | <b>RATING</b><br>+ Successes<br>- Drawbacks  |  |                 |
| reddit                               | Indirect    |                  | Free               | reddit.com     | large                                | All Ages        | An online community to share and discuss virtually anything                              | <b>RATING</b> + Successes- Drawbacks   | <b>OUTSTANDING</b><br>+ Easy navigation<br>+ No limits on content  | <b>GOOD</b><br>+ Successes<br>- Drawbacks   | <b>RATING</b><br>+ Successes<br>- Drawbacks  | <b>OUTSTANDING</b><br>+ Talks separate content<br>+ Super Responsive   | <b>GOOD</b><br>+ Minimalist, Branding doesn't get in the way of functionality<br>- Perhaps missed opportunities for brand? | Brief description   | <b>RATING</b><br>+ Successes<br>- Drawbacks  |  |                 |