

Objective:

- **Purpose:** find ways to bring more users to the app. Moreover, why Ponderly is different from their other social media apps.
- **Scope:** direct competitors

Ponderly analysis:

Strengths:

- Provides all sides of stories and includes opposing sides to represent a different opinion
- Not overwhelmed with ads
- Aims to make users think and share their opinions without feeling unheard or “Wrong”
- Unbiased information
- Different algorithm method used to not promote hateful or clickbait content compared to other platforms
- Provides curated content and user generated content together in one place

weaknesses:

- Not as active as the other platforms
- Stories aren't all interesting or mostly interesting (could be subjective but also from a user standpoint)
- Confusing UI / uninteresting color scheme
- Good idea to show all opinions but it's a bit narrow with representation (is gossip ok? Conspiracy theories? Gaming news? etc.)

Competitor analysis: apps only

X:

User demographics and behavior

reviews:

- Little to no moderation - excess botting, rampant inappropriate content
- Bad customer service - lack of responsiveness
- Bad algorithm (recommendations of videos featuring harmful content in users' feeds)

Target Audience: target audience seems to have shifted recently as Elon Musk made changes. More or less the target audience is:

- Those who don't want to feel restricted in their speech
- Those who like quick, short form posts
- Any age demographic; predominantly aimed at young adults/adults/older

Key Features

Core Functionality:

- Messaging
- Talk spaces
- Posting
- retweeting/reposting
- Commenting
- following/unfollowing

Unique Selling Points (USPs):

- primarily text based content or the ability to make just text posts (limited to the amount of characters you can put)
- See live and trending topics as they happen

UX/UI:

- Simplistic look though the home page looks a bit overwhelming
- categories organized by various pages or icons
- Topics aren't sorted into a nav bar but organized and updated by hashtags

Engagement Tools:

- Notifications
- videos or chatting

sns presence

- Little to no social media presence on other apps (for example, the old twitter account is still on instagram like they never updated it to x once they transitioned over)

Marketing and Monetization Strategies

Marketing Channels:

- No marketing just reputation or mindshare in the social media space

Monetization Models:

- Paying for verification/boosting profile
- Ads
- Premium+
- Creator subscriptions

Instagram:

User Demographics and Behavior

reviews:

- Lots of negative feedback in reviews - they don't listen to their users (examples: Little to no ways to contact support, Inconsistent UX - saw mentions of various reviewers having different features, some bad, some good, More ads and/or recommended posts than posts the user wants to see, Lots of bugs/glitches with the app)

Target Audience: very similar to X

- Those who like quick, short form content
- More or so picture or visual based compared to X
- Any age demographic; predominantly aimed at young adults/teens

Key Features

Core Functionality:

- Stories (short videos or an image slideshow) / reels (option to post longer videos)
- Messaging
- Posting
- following/unfollowing
- Livestreaming
- Instagram shopping

Unique Selling Points (USPs):

- Opportunity to share photos, videos, and text in one post without a character limit
- Includes additional methods of sharing like livestreaming, reels, and stories
- Includes options to view trending or recommended posts from other creators

UX/UI:

- Rather clean layout with various sections separated onto different pages
- Inconsistent features for various users

Engagement Tools:

- Notifications (in-app and outside of the app)

sns presence

- Across platforms they post popular posts, posts they like, and overall fun posts that would entice someone to check out the user and the app
- They promote new features that are coming out or have already come out (e.g. adding music to stories)

Marketing and Monetization Strategies

Marketing Channels:

- Social media ads
- In-app ads

Monetization Models:

- Ads
- Instagram shopping
- Additional features to view analytics and boost posts

Reddit:

User Demographics and Behavior

Reviews:

- Limited amount of speech/very easy to get banned
- People state that the ui/ux is unintuitive and frustrating - ruins the experience
- Many mention the app being fun and easy to use as well
- Lots of mentions of glitches and lag
- People feel forced to download the app compared to the website offering a better experience (so the experiences are inconsistent overall)

Target Audience:

- People who want to start or join communities with big or niche interests in certain topics
- Any age demographic; predominantly aimed at young adults

Key Features

Core Functionality:

- Starting a community
- Moderating a community

- Messaging
- posting

Unique Selling Points (USPs):

- Forums and threads on popular and niche topics
- Ability to start and manage your own community and share posts with each other
- Customizable avatar

UX/UI:

- Simplified - gives options to use light or dark version
- Depending if the user is a beginner to the app or not, the ui can appear to be a bit clutter (from my personal perspective)
- Each section has its own page - helps with decluttering
- Pictures take up more space than anything else - imagery heavy depending on the type of posts they're seeing

Engagement Tools:

- Notifications (in-app and outside of the app)

sns presence

- Available on all platforms - posting popular posts and upcoming events (AMAs) to bring users to the app
- Social media ads
- In-app ads

Marketing and Monetization Strategies

Marketing Channels:

- Advertisements on other platforms
- Word of mouth (very well-known and not like other apps where you can find big and niche communities in one app)

Monetization Models:

- Ads
- Affiliate links
- Reddit premium
- APIs (not as direct but still how they make money)

Bereal:

User Demographics and Behavior

reviews:

- Many people like the app for it being personable and safe compared to other platforms
- Quite a few from the Google Play Store stating how the app is very buggy or glitching (e.g. delayed or no notifications) so Android functionality is inconsistent compared to iPhone functionality

Target Audience:

- People who use social media but only want to see family and friends and not other distractions
- Those looking for a personal, authentic appeal to social media - no trends, recommended posts, ads, etc.
- Those who don't want to see fake or curated content for clicks and views

Key Features

Core Functionality:

- Messaging
- posting/taking pictures

Unique Selling Points (USPs):

- Quick, in-the-moment posts
- A more candid/personal social media platform

UX/UI:

- The color scheme is rather dark surprisingly and very simplified for ease of use
- Only 2 categories "friends" and "friends of friends" - very minimalistic and explanatory of what the app's purpose is

Engagement Tools:

- Notifications (in-app and outside of the app) - alerts at random times of the day to post

sns presence

- Available on most platforms - they post about upcoming updates, popular posts on their platform and more.

Marketing and Monetization Strategies

Marketing Channels:

- Word of mouth (increased popularity with it being a different style of social media)

Monetization Models:

- Seems like they have ads through brands now but not as forced like other apps
- Not much

summary:

SWOT Analysis

Strengths: competitors

- More funding
- Mind share in the social media field (all apps are well-known)
- Bigger user bases
- Faster and more frequent updates

Weaknesses: competitors

- Failure to listen to user feedback
- Extremely limited censorship or over censored to the point where users can be penalized for small actions
- Limited options to allow the user to tailor their experience
- Apps are too similar to each other (facebook having instagram makes the programs too similar to each other in a way and limits diversification)
- Inconsistent user experiences across devices

Opportunities:

- **Stand out in the target audience** as the apps mentioned (X and instagram) are quite similar but potentially can bring in the same audience as well as a new audience
- **Open the scope for users to say what they want**, but have clear guidelines and open lines of communication on these guidelines to keep the community inclusive
- **Have consistent and improved customer service**
- **Keep all users in mind (android/iphone) and maintain consistency across all devices**

Threats:

- Competitors provide quick updates and implement features from other apps to boost their user engagement