# PopBookings
# Competitive Analysis Report

# Summary of Competitive Analysis Results

| | Aesthetic and Minimalist Design | | Flexibility and Efficiency of Use | |
| --- | --- | --- | --- | --- |
| | Registration/ Onboarding | Booking an Event | Registration/ Onboarding | Booking an Event |
| **PopBookings** | Good | Average | Good | Needs Improvement |
| **BookedOut** | Average | Average | Needs Improvement | Average |
| **Trusted Herd** | Average | Good | Needs Improvement | Average |
| **Main insights** | <ul><li>Registration and onboarding is much more successful for PopBookings than it is for the competing apps.</li><li>Larger tiles for jobs can improve the PopBookings job board, and present additional features that are currently absent.</li><li>Job details in PopBookings may benefit from organized sections similar to Trusted Herd.</li><li>Competing added value features that PopBookings can leverage:<ul><li>Sharing interest and disinterest in certain jobs (missing from BookedOut)</li><li>Present a clear job status at the end of the booking process (Missing from both BookedOut and Trusted Hed)</li><li>Present a clear application progress (Missing from Trusted Herd)</li></ul></li></ul> | | | |

# Table of Contents

## Introduction

For this competitive analysis, we examined the onboarding, registration, and booking flow for PopBookings and 2 other competing apps: BookeOut and Trusted Herd. We also examined 2 inspirational apps that have similar features: Ubeya and Scout.

## Problem

The problem that we plan to solve for this project is the following: The design elements in the PopBookings app may not perform as well as those employed by other competing apps in the market.

## Objective

Our objective is **to understand the current battleground to improve PopBookings' competitiveness.**

## Our Approach

For the two competing apps, we engaged in a step by step process of acting as users while engaging in two main tasks: Registering for the app and onboarding, and going through the booking process. We evaluated these apps based on the same heuristics that we used during the heuristic evaluation of PopBookings: **Aesthetic and Minimalist Design and Flexibility and Efficiency of Use.** We scored the elements for these apps using the following scores:

| Good | Little to no usability issues |
| --- | --- |
| Average | Minor usability issues that can be easily fixed. |
| Needs improvement | Some high priority usability problems |
| Poor | Several high priority usability problems |

## Competing Apps

**BookedOut**
BookedOut Technologies, LLC

| | 1.3 ☆ | N/A |
| --- | --- | --- |
| | 47 Reviews | Downloads |
| | 2.2 ☆ | 10K+ |
| | 408 Reviews | Downloads |

**Trusted Herd**
Trusted Herd

| | 4.8 ☆ | 10K+ |
| --- | --- | --- |
| | 2.7K Reviews | Downloads |
| | 4.7 ☆ | 10K+ |
| | 1.2K Reviews | Downloads |

## Presentation

We also created a summary of the apps through a presentation that can be accessed here. When it comes to the inspirational apps, we only conducted a simple overview of these apps within the presentation.

# 1. Competing App: BookedOut

Overall, BookedOut faces key issues with regard to aesthetics and efficiency. The app has a slideshow tutorial that can be skipped. The event screen lacks simplicity, with excessive text and no icons, but it presents information clearly. Skipping the tutorial requires deleting and reinstalling the app. Animations could make the onboarding process more efficient. The event screen lacks quick access to essential features, but users can easily access other job-related features. Job details are well-organized with different sections.



**BookedOut**
BookedOut Technologies, LLC

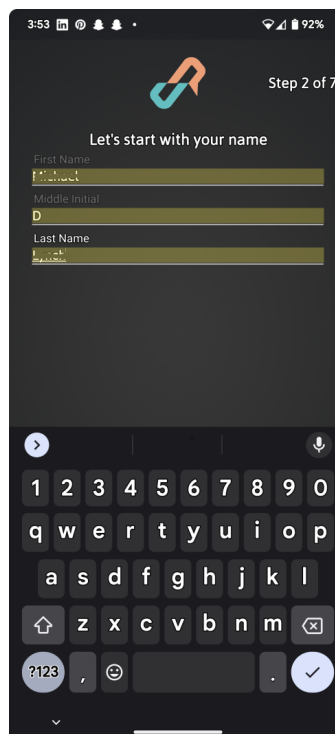| | 1.3 ☆ | N/A |
| --- | 47 Reviews | Downloads |
| | 2.2 ☆ | 10K+ |
| | 408 Reviews | Downloads |

## A. Aesthetic and Minimalist Design:

### Registration/Onboarding
- Onboarding tour simple, but long.
- May benefit from animation that can reduce the text to a minimum.
- App with dark background does not promote trust, particularly when the app starts by requesting to access location.
- A simple series of steps to register for the app.

## Score: Average

The app starts with a slideshow tutorial that can be skipped if the user desires. The tutorial's purpose is to demonstrate how the app operates and educate users on its functionality. Towards the end of the tutorial, photos and profile tags are showcased to the users. The registration screens follow a simple and minimalist design that emphasizes ease of use.
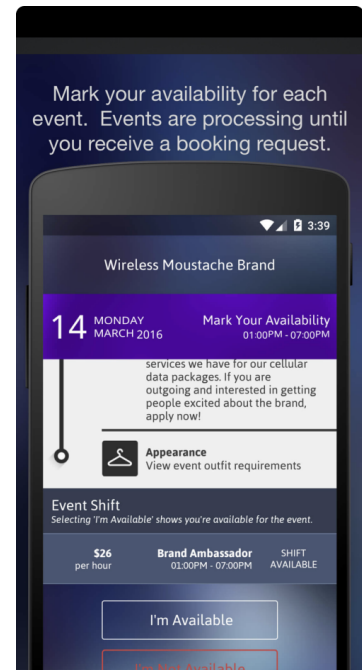
**Booking an Event**
- The event screen is overwhelmed with text and lacks simplicity.
- Each event tile is well organized, but only uses text, without benefitting from icons.
- Little information on the screen listing events allows for a minimalist design.

## Score: Average

The event screen appears to be cluttered with excessive text and lacks simplicity in its design. Although each event tile is well-organized, they only use text, without incorporating any icons. However, the limited information presented on the screen listing events allows for a minimalist design. Despite the lack of visual aids, the event tiles' organization ensures that the relevant information is displayed in a clear and concise manner.
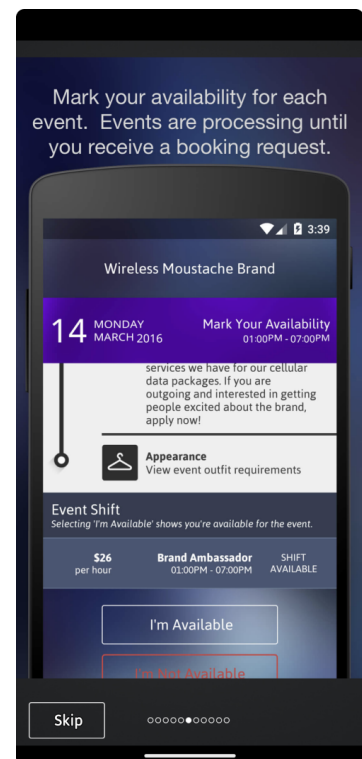


**B. Flexibility and Efficiency of Use:**

**Registration/Onboarding**
- There is an option to skip the tutorial.
- Lack of flexibility: Must reinstall the app to watch the tutorial again.
- Lack of efficiency: The onboarding process relies on text and pictures. Animations could improve efficiency.

## Score: Needs Improvement

One option available for users is to skip the tutorial. However, if the tutorial is skipped, the only way to view it again is to delete and reinstall the app, which lacks flexibility. Furthermore, the tutorial's onboarding process relies solely on text and pictures, which can be inefficient. The tutorial could be made more efficient by incorporating animations to showcase the entire screen and reduce the need for text, improving the overall user experience.
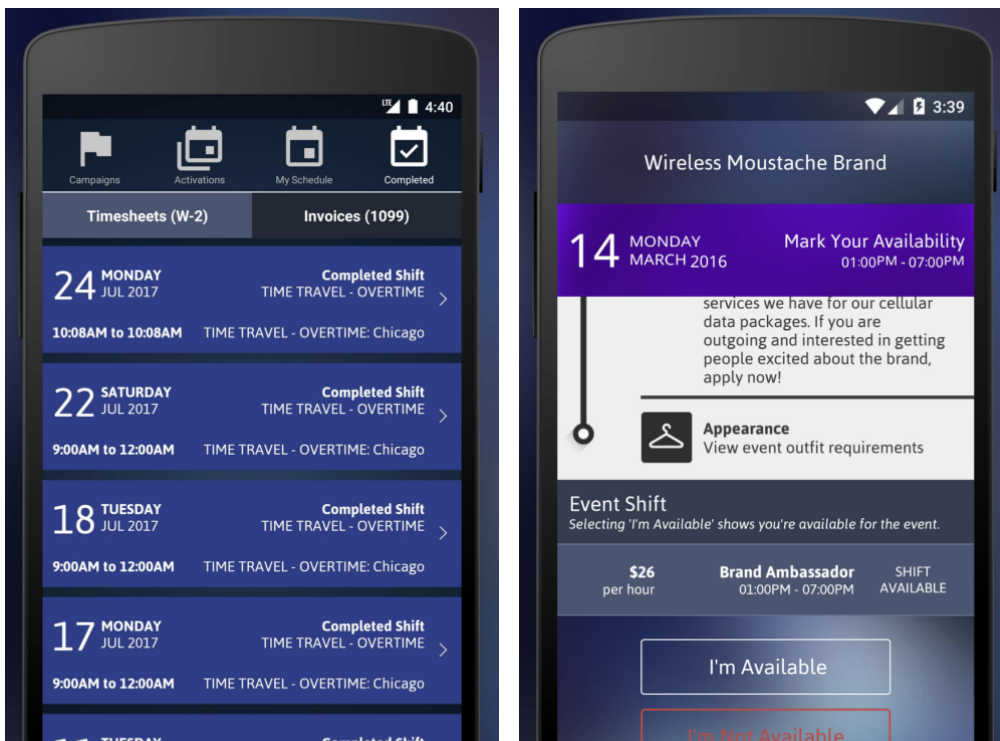
**Booking an Event**
- The screen with the list of events lacks quick access to key features.
- Users have an efficient access to ready to work jobs, their schedule, and jobs completed.
- Users have the option to report availability once they open a job.
- Efficient organization of sections within the job details.

## Score: Average

The screen displaying the list of events falls short in providing quick access to essential features such as bookmarking or sharing disinterest in an event. However, users can efficiently access ready-to-work jobs, their schedule, and completed jobs from the same screen. Once a job is opened, users can report their availability with just a few clicks. The job details are organized efficiently, with different sections such as expected appearance, parking, and event documentation, making it easy for users to navigate and find the necessary information.

## 2. Competing App: Trusted Herd

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This app's onboarding process is simple but lacks important information. The registration process features a minimalist design but may be difficult to read due to the small text font. The job board is well-organized, with large tiles, clear event details, and simple, consistent action buttons. However, users face limitations during registration, such as the inability to view passwords and difficulty selecting the year of birth. Additionally, the app lacks a search feature for selecting skills, and users cannot fix mistakes on previous pages. Although booking events is quick and canceling applications is easy, the process for selecting specific dates and times is not available. Finally, the after-booking process can be unclear, despite the job board being split between job status and a list of jobs.

**Trusted Herd**
Trusted Herd

4.8 ☆        10K+
2.7K Reviews    Downloads
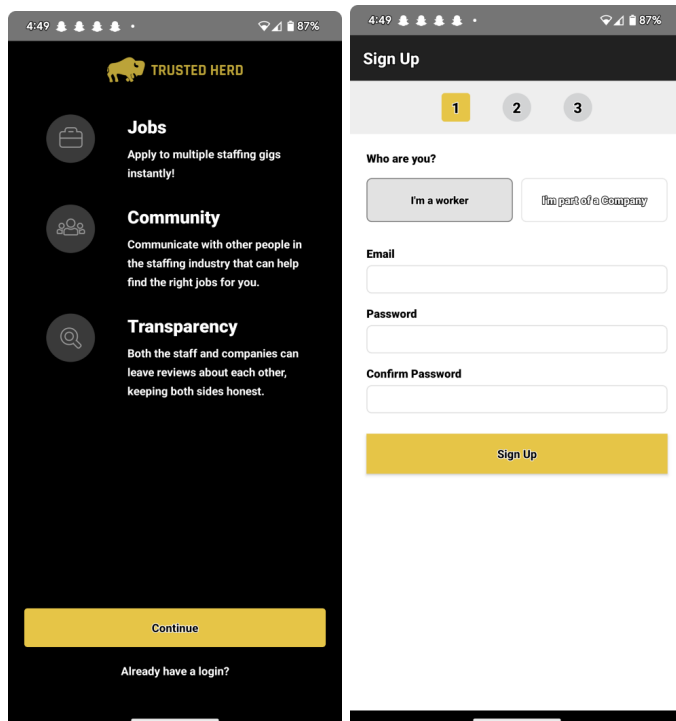
4.7 ☆        10K+
1.2K Reviews    Downloads

### A. Aesthetic and Minimalist Design:

**Registration/Onboarding**
- Onboarding is a simple and single screen, however it lacks important information that can help the users.
- The registration process is aesthetically pleasing and uses a minimalist design.
- The text font is small and may be difficult to read during registration.

## Score: Average

The onboarding process uses a simple and single screen, but it lacks important information that could be beneficial for users. The registration process features an aesthetically pleasing, minimalist design. However, the text font used during registration is small, which may make it challenging for users to read.
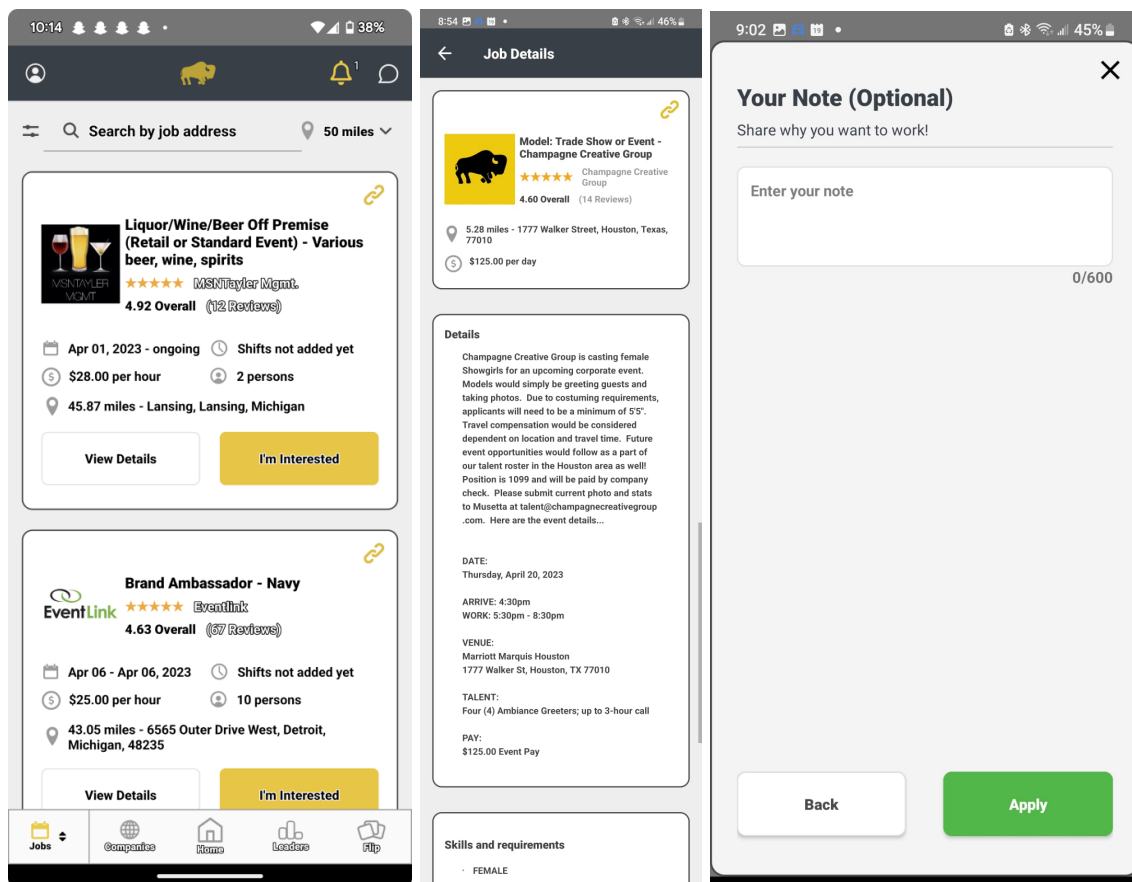
4:49                    87%

TRUSTED HERD

**Jobs**
Apply to multiple staffing gigs instantly!

**Community**
Communicate with other people in the staffing industry that can help find the right jobs for you.

**Transparency**
Both the staff and companies can leave reviews about each other, keeping both sides honest.

**Continue**

Already have a login?

4:49                    87%

**Sign Up**

1     2     3

Who are you?

| I'm a worker | I'm part of a Company |

Email

Password

Confirm Password

**Sign Up**

**Booking an Event**
- The job board for booking includes large tiles with enough information.
- A picture from the agency is aesthetically pleasing.
- The action buttons are consistent and simple.
- Event details are clear and well organized.
- The page to book an event is also simple

# Score: Good

The job board within the app takes advantage of large tiles to display enough information and features. The inclusion of a picture from the agency adds an aesthetically pleasing element to the board. The action buttons found on the board are simple and consistent, which provides ease of use for the user. The event details are clear and well organized, and the page to book an event is also simple.

## B. Flexibility and Efficiency of Use:

### Registration/Onboarding
- Users cannot view their password when registering.
- Selecting year to date of birth is not intuitive.
- Users can select skills from a large list as they create their profile, but there is no search feature, making it less efficient.
- Users have to scroll through the list of skills all the way to be able to accept or save their skills.
- Users cannot go back to a previous page to fix a mistake.
- App requests a review from a newly registered user, which is unethical.

## Score: Needs Improvement

During registration on this app, users are unable to view their password after typing it in. Additionally, selecting the year of birth is not intuitive and may cause confusion. When selecting skills for their profile, users must scroll through a long list, as there is no search feature available. Furthermore, users are unable to go back to a previous page to fix any errors they may have made. Once the user has selected their skills, they must scroll to the end of the list to accept or save their choices. Finally, the app requests a review from newly registered users, which is considered unethical.

**Booking an Event**
- Within the screen of a job's details, users must scroll all the way down to select "I'm interested".
- The booking of events is quick with 2 screens. However, users cannot select dates and times when applying to a job.
- The process of canceling an application is quick, by clicking "un-apply".
- While the after-booking process is unclear, the job board is split between list of jobs and job status.

## Score: Average

When viewing a job's details within this app, users are required to scroll all the way down to select the option "I'm interested." The process for booking events is quick and simple, using only two screens. However, users are unable to select specific dates and times when applying for a job. Canceling an application is a quick process, as the user only needs to click "un-apply." Although the job board is split between a list of jobs and job status, the after-booking process can be unclear.