Honeydew Competitor Analysis

End users and businesses utilize applications within the map service industry to navigate around their current location or desired location, by which they intend to choose the most optimal route. These applications portray satellite imagery, street views, 360 degrees panoramic views of streets, real-time traffic conditions and route planning for travels by foot, bicycle, public transportation or car. There are several existing competitors within the mapping service industry - Google Maps, Apple Maps, Waze, MapQuest and more. These specified applications allow users to input single starting points and destinations of choice. Few web-based competitors, such as RouteXL and Route4Me, sustain route optimization by granting end users the choice to enter multiple addresses. Our mobile and web application, Honeydew, will disrupt this market as a new market innovation, crossing between task lists and route optimization while incorporating consumer ratings, reviews of businesses and vendor coupons.

Due to Google Map's API being offered as both a free mobile and web application, providing services to almost any consumer, we find this to be our top competitor. Our challenges will occur in the testing phase of route optimization. Similar to mentioned applications above, our application will expand on scoring algorithms to provide fast travels. Simultaneously, we will generate links between end users destinations and business coupons/incentives to promote a marketing edge for companies and introduce revenue for our company. A competitor that we will directly compete with by promoting vendor coupons is Groupon - this is a platform users directly go to in order to discover local deals. Our application will similarly be offered as a free application, both available on the mobile and web markets (Google Play & App Store). Within the task-list industry, relating to applications or softwares that provide optimization in getting tasks done for users, there is little to no competition for our product. Several applications cost over $20.00 for consumers, leaving minimal margins of revenue if consumers neglect to download.

Links to competitors that allow inputs of multiple locations:
https://www.routexl.com/
https://itunes.apple.com/us/app/route4me-route-planner/id349853799?mt=8