






Product or Company Names	URL of Website or App Store Location	Purpose of Site/App/Product/Service	Digital Landscape	Key Features	Notable UX	Social Networks	Customer Reviews	General Notes	Questions	Your Personal Analysis of Their Competitive Advantage
YOUR PRODUCT										
Petfinder 	https://www.petfinder.com/	Help homeless animals find a forever home	Website and mobile app	<ul style="list-style-type: none"> - Search available pets to adopt - Resources for people looking to adopt animals (pet care, shelter information, how to help, videos) 	<ul style="list-style-type: none"> - Easy to use - Naming conventions aren't consistent - Weird placement of ads 	<ul style="list-style-type: none"> - Facebook > most used - Twitter not heavily reliant - Instagram - Youtube - Pinterest 	<ul style="list-style-type: none"> - 4.7/5 on apple app store - Favorites don't sync between platforms - More filters (what don't want, age, distance, etc) 	<ul style="list-style-type: none"> - Filters and cross platform communication are most important to users in reviews - More information needs to be added to some profiles 	Why do each pet profiles not contain the same information?	Everything is in one place and easy to find
DIRECT COMPETITORS										
Adopt-a-Pet.com 	https://adoptapet.com/	Help homeless animals find a forever home	Website	<ul style="list-style-type: none"> - Search available pets to adopt - Rehome your pet - Resources for people looking to adopt animals (pet care, how it works, how to help, shop) 	<ul style="list-style-type: none"> - Easy to use - A lot of information on the home page - Pet profiles are very clear and give a lot of information 	<ul style="list-style-type: none"> - Facebook > most used - Twitter same posts - Pinterest - Youtube - Instagram 	<ul style="list-style-type: none"> - 4.1/5 on Facebook - Up to date with animals and good communication - Process is simple and easy - Reports of scams 	<ul style="list-style-type: none"> - More centered around dogs and cats than anything else (design and wording) - Partnership with Chewy. - Need an account to "save" pets 	Does the design being centered around dogs make an impact on being an all animal adoption organization?	Their profiles are more organized and more successfully laid out. This will let the potential adopter get a better understanding of the pet and shelter
ASPCA 	https://www.aspc.org/	Help homeless animals find a forever home	Website Pet insurance mobile app	<ul style="list-style-type: none"> - Search available pets to adopt - Resources for people looking to help (our work, local services, how to help) - Donate 	<ul style="list-style-type: none"> - Easy to use - Donating is their main call to action - Pet profiles are very clear and well organized 	<ul style="list-style-type: none"> - Facebook > most used - Twitter - Youtube - Instagram not very active - TikTok 	<ul style="list-style-type: none"> - 4.3/5 on greatnonprofits.org - Great adoption experience and helpful staff - Great knowledge of animals - "Beg too much for money" 	<ul style="list-style-type: none"> - Very well known organization - Partnerships with Subaru and ASPCA Pet Health Insurance 	Why do they not highlight adopting these pets as boldy as they do to donate for them?	They are a very well known organization which may lead customers to go to their site first. Their pet profiles are carefully and successfully laid out.
INDIRECT COMPETITORS										
Petco 	https://www.petco.com/shop/en/petcostore	Supply pet owners with the things they need for their animals	Website and mobile app	<ul style="list-style-type: none"> - Search pet supplies and deals - Grooming and other services - Pet care resources - Available small pets for purchase (reptiles, fish, etc.) 	<ul style="list-style-type: none"> - Easy to use - Best sellers, most popular, and deals on home page - Available for purchase animal pages have very corporate feel 	<ul style="list-style-type: none"> - Facebook > most used - Twitter - Pinterest - Instagram not very active - Youtube 	<ul style="list-style-type: none"> - 4.5/5 on Influenster - Great selection of supplies and deals - Easy to navigate/use website - Website has a lot of glitches 	<ul style="list-style-type: none"> - Most consumers seem to be happy with Petco - Many had comments on the glitches and problems with the website; learn from those 	What would it take to create a partnership?	It could be very beneficial to Petfinder to partner with Petco for money off the users first round of supplies or grooming.
Petsmart 	https://www.petsmart.com/	Supply pet owners with the things they need for their animals	Website and mobile app	<ul style="list-style-type: none"> - Search pet supplies and deals - Grooming, hotel and others - Adoption tool (in store and local shelters) - Available pets for purchase 	<ul style="list-style-type: none"> - Easy to use - Deals, brands, best sellers and services on home page - Available for purchase pet pages have very corporate feel 	<ul style="list-style-type: none"> - Instagram > most used - Facebook - Twitter keeps up with modern references - Youtube 	<ul style="list-style-type: none"> - 3.71/5 on Sitejabber - Good selection of supplies - A lot of complaints about customer service and grooming service 	<ul style="list-style-type: none"> - Adoption tool (PetSmart Charities) powered by Adopt-a-Pet - Customer service and the website need improvements 	If Petfinder can partner with Petco, can this create a huge advantage over PetSmart and Adopt-a-Pet due to the customer service issue?	They are partnered with another competitor already which doubles the advantage of both companies. Petfinder needs to do the same.
SECONDARY COMPETITORS										
Best Puppies for Sale	https://www.bestpuppiesforsale.org/	Breed puppies and find them a home	Website	<ul style="list-style-type: none"> - Customer testimonial and puppies for sale videos - 5 year health package promotion - Available puppies 	<ul style="list-style-type: none"> - Very confusing - Links don't go where expected - Puppies on different website (but same company) - Home page is basic HTML 	<ul style="list-style-type: none"> - Youtube > only social media used 	<ul style="list-style-type: none"> - 4.2/5 on Google Reviews - Most people had great experiences and love their pups - Some complaints that the place is hard to find 	<ul style="list-style-type: none"> - Pet profiles feel corporate - Home page layout is odd: why are colleges linked in the footer? - Puppy page layout is successful 	Why are their puppies on a totally separate website? Why is there such a lack of information about the store on their website except for a phone number?	They have a very positive rating. Everyone raves about their experience with this company.
Luvly Acres Cavaliers	https://lulyacrescavaliers.com/	Breed puppies and find them a home	Website	<ul style="list-style-type: none"> - About Us - Available puppies/news - Photo gallery - Contact us - Testimonials 	<ul style="list-style-type: none"> - Easy to use - Puppies page is confusing (pictures in vertical line with one name seemingly randomly placed) news(?) on the right side 	<ul style="list-style-type: none"> - None 	<ul style="list-style-type: none"> - 4.8/5 on Google Reviews - Everyone loves their puppy and the experience they had with the owner - One bad experience review 	<ul style="list-style-type: none"> - Outdated design - Hard to read font for paragraphs of text - Puppies and photo gallery page laid out confusingly 	Why is the puppy page laid out the way it is? Why is the news section so much bigger than the puppies?	Most customers who have left a review have seemed to have a very positive experience with the owner.