

Andrew Moskowitz  
Daniel Hawkins

## Neighborhood Deals

### 1. Competitive Analysis Grid

Product	Strengths	Weaknesses	Quality Level (low - high)	Price/Cost	Platform
Nextdoor	Offers social features, level of trust because transactions are with neighbors	Spam/unwelcoming discourse from social feed, design is busy	8	Free	Web app, mobile
Yard Sale Treasure Map	Fun and inviting layout, easy to navigate and easy to figure out how to use	Not used for specific items, just for advertising yard sale locations	8	Free	Website / Phone App
Craigslist	Effective, many categories to choose from, very well-known	Not the greatest design, very basic layout, not specifically used for advertising yard sale locations	6	Free - \$10 (per post), free to browse	Website / Phone App
Garage Sales Tracker	Includes notifications for upcoming sales, has links directly to major cities	Not many results for less populated areas, design a bit outdated	5	Free	Web app

### 2. Demographics

- Students who have extra items to sell
- People who are Spring cleaning or just doing a sweep of the house
- Neighbors who both have things to sell who want to have a collaborative garage / yard sale
- People who are interested in visiting multiple yard sales in a day
- People who are looking for deals
- People who are looking for used goods in a certain category of product
- People who have nothing to do / are looking for something to do