

1. Competitive audit goal(s)

Compare apps reporting crime. The apps are either from police departments or true crime youtube streamers. I wanted to discover what kinds of information they posted, how, and from whom. Particularly, I wanted to know if the public could post crimes on their own.

2. Who are your key competitors? (Description)

The key competitors are US Crime Radar, a listing of all crime/police incidents nationwide or local; FBI Wanted App, a detailed listing of the FBI's most wanted fugitives; Grizzly True Crime, a youtuber specializing in current crimes needing help from the public, using only the Youtube app; and Citizen, an app that lists crimes by location, encouraging users to submit videos for money.

3. What are the type and quality of competitors' products? (Description)

US Crime Radar: the app has an abundance of unorganized information in a steady stream; most of the crimes listed do not require help from the public. It is free, but has a premium feature.

FBI Wanted: the app is a listing of criminals/suspects sought with several opportunities to submit tips or call the FBI. The app is of the highest quality.

Grizzly True Crime: using only Youtube, Grizzly is more of a crime activist whose mission is to help get the word out about current crimes requiring information about the public. Grizzly's videos are thorough in their research and foregrounding and remembering of the victims.

Citizen: the app has free features, but pushes their Premium Membership, which includes more detailed information about crimes, including the names/addresses/images of sex offenders. The app is more safety motivated. The free features don't make the app stand out amongst other free crime apps. The Premium Membership would offer more information than any other app.

4. How do competitors position themselves in the market? (Description)

US Crime Radar is an AI powered app designed to keep people aware of any and all events that involve law enforcement and/or crime. It describes itself as providing real-time crime awareness and location-based safety insights.

FBI Wanted: Though the app is specialized, addressing only the FBI's most wanted, it is at the top of the market being free, completely trustworthy, and accurate. Tips are actively encouraged.



Grizzly True Crime: While discussing a crime, Grizzly always has a picture of the victim on screen. She works not to glorify the perpetrator, and foreground the life and families of the victims. She provides links in descriptions for places to call with tips.

Citizen: the app presents itself as a safety and neighborhood alert system that provides real-time notifications about any crimes or emergencies. Users are encouraged to stream live videos of scenes, offering to pay per video. There is a user community that allows for chatting and sharing of information. The app is a community discussing current crime, though light on submitting tips.

5. How do competitors talk about themselves? (Description)

US Crime Radar: "CrimeRadar monitors live first-responder radio and uses AI to summarize and map incidents so you can stay aware of public-safety activity near you."

FBI Wanted: "...a tool designed to help track down criminals and recover victims."

Grizzly True Crime: "True crime cases, live trials, and evidence-based snark".

Citizen: "Receive real-time alerts, live video from the scene, and immediate incident updates."

6. Competitors' strengths (List)

US Crime Radar strengths include:

- Thorough live stream of crimes
- Comments available for posts
- Can get updates
- Can send appreciation to first responders working the scene

FBI Wanted strengths include:

- Can save/share posts
- Clean, well-organized design, with crimes categorized
- Clear and numerous opportunities to contact the FBI
- In their mission statement, they mention the importance of the victims

Grizzly True Crime strengths include:

- Empathy for the victims with repeated emphasis that the point of every video is the victim



- Live chat and ability to submit a comment to Grizzly herself for clarity/information (though paid)
- No ads; her income is through donations
- Does FOIA requests and goes through documents and evidence carefully, wanting to provide her audience with full information
- Gives trigger warnings

Citizen's strengths include:

- Well constructed app and design
- Unique live video feature makes the user feel like a reporter
- Gives alerts for area or incidents
- Live maps of local areas



7. Competitors' weaknesses (List)

US Crime Radar weaknesses include:

- Unorganized information can be confusing
- Paid premium membership required to remove ads and provide more information
- The app is disorganized, with no information about the company
- It has a standard black/red sans serif "true crime look"
- Promotes fear through the guise of safety

FBI's weaknesses include:

- Dark design with blue, green, and gold accents: the dark background conveys the unknown, not security
- No community, comments

Grizzly True Crime's weaknesses include:

- Limited scope of crimes; she can't cover everything
- Limited types of crimes she covers: murders and kidnappings
- Provides extreme, graphic details from autopsy reports about the violence done to victims

Citizen's weaknesses include:

- The app is limited without paying
- Exploits crimes and reduces them to soundbites
- Encourages fear through promoting safety
- Paying for videos encourages over-active users to create incidents

8. Gaps (List)

Some gaps we identified include:

- US Crime Radar and Citizen have up to date information, but presents it without context
- The FBI has reliable information, but lacks a human element
- The FBI and Grizzly are the only competitors who foreground the victim
- Grizzly can only do so much with what little resources she has despite having almost 500,000 followers
- The apps tend to favor presenting raw information over having empathy for victims



9. Opportunities (List)

Some opportunities we identified include:

- Foreground the victims by having detailed descriptions of them in posts
- Allow the public to make posts and not rely on law enforcement
- Create alliances with true crime podcasters to help get the word out
- Create alliances with law enforcement and the FBI

