

Competitive Analysis for Packing/Tracking App Marketplace

Analysis of Application: [Packing Pro](#)

Positioning:

With over 10 years of being on the App Store, Packing Pro boasts numerous positive reviews and press releases from entities such as Apple, CNN, Forbes, and the New York Times to name a few. It is probably the most well known and established "Packing" application in the marketplace. It contains a combination of "To-Dos" and checklists to aid travelers preparing for their journeys.

Primary Audience:

Based on the reviews and description of the app, it appears that Packing Pro gears itself to be mainly a travel app to be used by individuals and families with major control in mind. As "The Manual" says in its review, it's for "control freaks" and "power users".

Differentiators:

1. Packing Pro charges \$2.99 upfront for its application, while most of its competitors charge users nothing at first and then charge for in-app purchases later on.
2. Although Packing Pro has been in the market for over 10 years, there has not been a major update to its interface. Its aesthetics are lacking compared to some of its competitors.

SWOT Analysis for Packing Pro:

Strengths	Weaknesses
● Brand Recognition – a well-known name and one of the first apps in the Packing application marketplace. Positive reviews and mentions from the press. ● Longevity – been on the App Store for over 10 years. ● Robust Set of Features –allows users to print, email & sync packing lists to iCloud. They can also be exported into Excel, Numbers, or Google Docs. ● Versatility – users enjoy customizable options such as entering a bag's weight, monetary value and so forth.	● Overall Aesthetics – the UI of the app has not been updated and lacks polish according to several reviews and comparisons. ● Ease of Use – the interface and amount of options can seem daunting. The cognitive load can be overwhelming. ● Pricing – although the price point of \$2.99 is not exorbitant, competitors are offering their applications initially for free.
Opportunities	Threats
● Re-vamping of UI to promote ease of use and reducing cognitive load. ● Development of new, innovative services/add-ons increasing demand. ● Lowering price points to match competitor's rates and charging for in-app purchases later.	● New competitors entering the marketplace. ● Competitors mimicking & bringing new innovations to an established standard. ● Publicity turning negative as lack of attention to the UI continues.

Competitive Analysis for Packing/Tracking App Marketplace

Analysis of Application: [PackPoint](#)

Positioning:

According to research, PackPoint joins the arena of Packing List applications around 2014. This application has received positive reviews and press from the LA Times, Washington Post and others. The application is similar to Packing Pro in its core functionality as being a combination of “To-Dos” and checklists to aid travelers preparing for their journeys.

Primary Audience:

While PackPoint targets a broad audience of travelers, it attempts to ease the burden of packing by creating packing lists based on User’s gender, destination, and type of travel. It targets individuals with limited time and short attention spans.

Differentiators:

1. Packpoint sets itself apart with a wizard-like process of creating packing lists for users. Travelers enter some basic information about their trip, and Packpoint generates a packing list for them. It even checks the weather of the destination.
2. Packpoint offers both free and upgraded versions of its application for the price of \$2.99.

SWOT Analysis for PackPoint:

Strengths	Weaknesses
• Ease of Use. • Streamlined Interface. • Efficiency – users won’t need to spend time typing much if at all as the application generates lists for them. • Innovations – checking the destination point weather, and Triplt integration provides extra help to users in planning their trip.	• Poor Reviews – while Packpoint has received some decent reviews, as stated in the “Positioning” paragraph above, it also has several negative critics on Amazon in particular. • Lack of Calendar – it’s been noted in some reviews that Packpoint lacks a user-friendly calendar view. • Inability to re-order Items in lists –several users have complained about the absence of this ability.
Opportunities	Threats
• Continued Innovation. • Creating partnerships with travel companies or airlines to increase awareness. • Resolution of issues within the application.	• More negative reviews. • Competitors mimicking innovations. • Competitors acquiring partnerships.

Competitive Analysis for Packing/Tracking App Marketplace

Analysis of Application: [Tile](#)

Positioning:

Founded in 2012, Tile is mainly built around producing devices to help users find their belongings using an application on their phone employing Bluetooth. Tile claims the title of being the world's best-selling Bluetooth tracker, with over 20 million devices sold. Tile is now offering a "Premium" application providing users with "Smart Alerts" to warn users about leaving important items behind for a price of \$29.99 a year.

Primary Audience:

Tile gears itself towards users with the fear of losing essential possessions. Tile offers anyone wanting the security of tracking and finding their valuables extra peace of mind.

Differentiators:

1. Tile follows a different business model than other "Packing" applications as it not only employs the use of an application but sells a physical product with its attachable devices.
2. Tile is not essentially a "Packing" application, but there are similarities that can be associated with that type of application. Tile presents itself as a "Lost & Found" application.

SWOT Analysis for Tile:

Strengths	Weaknesses
● Brand recognition – a well-known name and dominates the marketplace for Bluetooth tracking devices. ● Strong Community – Tile uses "Crowd GPS" which helps extend the range of normal Bluetooth by finding others that have their application installed on their device. ● Partnerships – Tile boasts of 20+ partners in the industry including Bose, Comcast, and recently teaming up with manufacturers to alleviate the dependency of their own physical devices.	● Lackluster Application – due to Tile's dependencies of selling physical products, it seems they have overlooked the potential of developing the potential of their application itself. While their app fulfills the inherent solution of finding items, potential solutions to other issues have been disregarded. ● Poor customer service – several users have complained about issues with service. ● Pricing – Many customers have complained about Tile's new pricing structure for their premium app.
Opportunities	Threats
● Updating their application for better responsiveness when searching for an item. ● Increasing the range of Bluetooth capability. ● Innovating new applications for its users for different situations.	● Competitors creating their own devices for finding possessions. ● Lack of new users. ● Economic Downturn.

Packing/Tracking App Marketplace Summary

Summary of competitive analysis

While there are several competitors within this market, there is definitely room for growth. Most of the applications being offered for strictly “Packing” are mainly based on simple “ToDo” or checklist applications with a few of them sprinkling in a bit more functionality. This is an arena ripe for innovation and improvements for users.

Although Tile isn’t commonly considered a “Packing” application, Tile’s own site is now displaying the potential of its product for traveling purposes such as tagging luggage and other possessions for journeys. Although this idea has merit, it’s clear that Tile has not explored the potential of offering a more robust application for these purposes.

Below are some issues with the present “Packing” applications:

- **The functionality of a checklist does not ensure that items have been packed. Users could inadvertently check items without physically storing them.**
- **These applications offer no aid in item location or alerting a user when items are not present.**

Below are some issues with the present “Tracking” applications:

- **Most of these applications are inherently just Bluetooth trackers. While the basic functionality of the applications works, they offer a limited scope of uses.**
- **The potential for applications taking advantage of this technology has not been fully explored.**

Strategies for competitors entering the Packing/Tracking App Marketplace

Recommended | COMBINATION OR MASH-UP ENTRY

While there are several applications within the marketplace to aid forgetful users in packing belongings for departures and several applications to locate items via Bluetooth, presently, there are none within the arena that takes advantage of a combined approach. A new competitor could attract users by offering them the following services within a product:

1. The ability to make and save multiple lists of items according to their travel and packing needs. This should include, but not be limited to:
 - Daily departures from home
 - Special occasion departures
 - Comprehensive travels
2. The ability to connect Bluetooth tracking devices of the user’s choice such as “Tile”, “Protag” etc.
3. The ability to alert users when they are a certain distance from a tracked belonging when a chosen “list” is in use.
4. Offered suggestions for lists depending on travel duration, location, and climate.

The application or entity would also benefit from:

- Strategic partnerships or alliances within the Travel Industry and Bluetooth manufacturers for innovations and cross-publicity efforts.
- Multiple marketing venues including; web, television magazines, etc.
- 24/7 customer support