Scene Competitor Analysis

Application	Social Eyes
Website	http://www.socialeyesapp.com/
USP	Creating spontaneous events and notifying all your friends. They join if they want to.
Google Play Rating	4.5/5 - 40 ratings
Description	This application was discovered due to the initial selection of the same name. SocialEyes is an iOS/Android application that allows you to notify your friends what you're up to and if they wish to join you. It functions similarly to Facebook events: you create an event and it pushes notifications to your friends if they wish to join you. The noticeable difference is the categorisation of events that is not possible with Facebook. Events are categorised as Nights out or "chillin" and everything in between. As stated on their LinkedIn (https://www.linkedin.com/company/t-m-f-rsatlar), "*There is certain spontaneity to life that no social media application can capture, and that is the gap that Socialeyes looks to close.*"
Analysis of User Comments	None
Comparison with Scene	A brief inspection of the application shows no similarity between Scene and SocialEyes. This is highlighted by the difference in the USP. SocialEyes intends to link you with friends when you wish to do something and have a chosen destination. Scene aims to help you discover that destination. Although there is no evidence of such, SocialEyes could feasibly incorporate crowd ratings into their destination selection screens and that would lead to a slight overlap with Scene. Socialeyes however does not present the game aspect of a user's social life and this is where Scene's core competence remains distinct.

Application	Findery
Website	https://findery.com/
USP	Findery is an app that allows people to annotate places in the real world and leave notes tagged to a specific geographic location.
Google Play Rating	3.5/5 - 228 ratings
Description	Findery's USP sums it up. Users create a post, be it about a building, restaurant or some other physical location that they can add photos or comments too. When a user searches for a type of building in a certain location, the relevant posts from other users come up. User's can like each other's posts or comment if they wish to. Like SocialEyes, this seems something that Facebook could potentially offer. They already have a vast database of posts of people in different locations and their opinions etc. however have not developed the infrastructure to offer the service that Findery does.
Analysis of User Comments	Some complaints about the size of the active community. Interface seems to have improved with updates.
Comparison with Scene	Some overlap in that it displays other people's perspectives on a location. However, it does not accumulate these for one venue as Scene intends to but instead may have hundreds/thousands of posts about a venue that a user has to sift through. The key USP of the game aspect that Scene offers is also absent in this scenario.

Application	Field Trip
Website	https://www.fieldtripper.com/
USP	Field Trip is your guide to the cool, hidden, and unique things in the world around you. Field Trip runs in the background on your phone. When you get close to something interesting, it pops up a card with details about the location. No click is required. If you have a headset or bluetooth connected, it can even read the info to you.
Google Play Rating	3.8/5 - 8,879 ratings
Description	A Google application, Field Trip effectively allows you to go on a free walking/driving tour around a new area and learn all about it. Content retrieved from publishers (such as open data sources) not user generated.
Analysis of User Comments	Very mixed reviews. Some love the way it works, some complaints that it points how the obvious things rather than more "unknown" attractions. One person was even recommended IKEA.
Comparison with Scene	The author is surprised this has not caught on more than it has already, with popular areas such as London or New York seeming to be relatively sparse in terms of cards in that location. Again extremely different from Scene as it does not contain the element of game aspect or crowdsourced ratings for these cards. Backed by Google however, there would be the funding/expertise for this application to grow into something far more substantial that would contain elements of crowdsourcing. It doesn't however seem an obvious platform for a point scoring element to be introduced to.

Application	Foursquare
Website	https://foursquare.com/
USP	Foursquare helps you find the perfect places to go with friends. Discover the best food, nightlife, and entertainment in your area.
Google Play Rating	4.0/5 - 435,156 ratings
Description	Foursquare of old was an application for users to check-in at a location, then leave a review/photo etc. Other users could then perform a local search in order to choose somewhere to go/visit. It then split into two, with all check-ins done via Swarm (https://www.swarmapp.com/) which includes functions to meet up with friends nearby etc. Foursquare itself then became solely focused on the idea of performing local searches based on a number of preferences.
Analysis of User Comments	Foursquare seemed to divide opinion when it launched its companion application, Swarm. Swarm allows users to locate nearby friends and meet with them before checking-in. Foursquare itself also changed from being all about a user checking in, to becoming a tool for users to discover new places.
Comparison with Scene	Foursquare is the most similar application to Scene of those listed in this post. Foursquare relies on crowdsourcing to produce a venue's rating, reviews and photos. Users can search in order to utilise this vast realm of data available to tailor their social activity to their preferences. Foursquare used to have a points system as Scene proposes, however got rid of it due to discrepancies between point scoring for different activities (Foursquare allowed walking the dog as an activity). Scene hopes to counter this by limiting the range of activities possible to fixed venues/events so that a number of users can rate them and hence form a better points system overall rather than having the team themselves formulate ratings.