Experience Collection Competitive Analysis

- wedding story with different perspectives from guests, etc.
- travel log (has maps, pictures, videos, blogs)
  - www.travelpod.com
  - http://www.travbuddy.com/free-travel-blog
  - http://www.mytripjournal.com/
  - http://www.byways.org/share/
- daily diary
  - different views, timeline, tag cloud with size and color representing different attributes such as importance
  - intersect w/ others lives at points
  - photo diary
- reporting fraud/scam
- product experience/reviews
  - www.amazon.com
- service experience
  - www.yelp.com
- yearbook
  - timeline, pictures, videos, documents, links to personal pages
  - group effort to maintain and share experiences
  - option to export either to a physical yearbook form of some sort a digital media
  - User Needs research
    - MHCI students after happy hour - 2.27.09
  - "What is MHCI/CMU like?" - recruiting
- group experiences (general)
  - friends
  - activity groups
  - classmates (above)
  - family
  - group travel/vacation
- scrapbook
  - collect favorite photos, etc. into memorable sharable experiences
- What's out there:
  - http://www.share-your-memories.com/
    - Everyone loves slideshows!
  - http://www.experienceproject.com/index.php
    - People sharing weird stories
  - Scrapbooking Poll
    - The favorite occasion to scrapbook is... everyday occurrences
    - scrapbooks generally contain... photos, captions, titles, memorabilia & souvenirs
  - http://www.flickr.com/tour/share/
    - Flickr groups around common interests
    - tagging, comments, user collections
    - photo editing & organization

- - about photographs more than "experiences" - key difference...
    - [video](#) is restricted, centered around idea of "long photos"
  - Facebook photo albums
    - create an event, add photos, write captions, tag people, share w/ friends
    - created only on an individual basis (?)
    - privacy issues (prob. shouldn't worry about for this project)
  - Livejournal/blogs
    - post periodic updates/articles
    - users make comments
    - sometimes allow multiple posters of content
    - more about communication than collecting
  - [World of Warcraft clan](#)
    - sharing game and common experiences with others in a group
  - http://42explore.com/collect.htm
    - General/random info on collecting things
  - [Twitter](#)
    - Collects/shares day-to-day "ordinary" experiences

Online Clothes Shopping

- need to think of our unique take on this - want to reduce the unknown involved due to clothes sizing and also color issues...?
  - http://www.polyvore.com
- select and mix clothes from nearby stores to see possible outfits
- What's out there:
  - http://www.express.com/ - large pictures of available selection, zoom, mult. angles, promo videos
  - http://www.target.com/Clothing-Men - small pictures and really awkward controls, doesn't make me want to buy
  - www.bluefly.com - pretty pictures and the drill-down search is good; also the clothes are shown on mannequins which helps a little bit
    - great model shots of the couture, but in the transition to mannequins it becomes very impersonal IMO (KN)
  - http://www.threadless.com/ - user-submitted designs, voting, large pictures, quirky/indie designs, targeted audience
  - http://www.thinkgeek.com/tshirts-apparel/ - organized by type, humor in designs & descriptions, targeted at geeks
  - http://www.stellure.com/ - this is one of those hair places where you can upload your photo and see what you look like with different hair cuts