



# **COMPETITIVE ANALYSIS: SUMMARY AND KEY FINDINGS**

# What's out there?

Travel Journals

Experience Reviews

Social Network sites

Photo repositories

Journals and Blogs

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[www.travelpod.com](http://www.travelpod.com)

<http://www.travbuddy.com/free-travel-blog>

<http://www.mytripjournal.com/>

<http://www.byways.org/share/>

– stand alone

–Don't do a good job of living beyond that travel experience

–Did not find one that was good for sharing beyond a few people

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[www.amazon.com](http://www.amazon.com)

[www.yelp.com](http://www.yelp.com)

- These are sites that are based on utility, not for sentimental reasons for the most part.

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[www.Facebook.com](http://www.Facebook.com)

[www.MySpace.com](http://www.MySpace.com)

- These sites are really good at connecting people, giving people an individual identity. This happens somewhat by connecting them to groups, but the main unit is the individual. Groups do exist and can have multiple events attached to them, but it isn't meant for sharing group experiences and photos and then making them into a physical artifact.

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Travel Journals

Experience Reviews

Social Network sites

Photo repositories

Journals and Blogs

Picassa

Flickr

Hard to tell a story with these sites.

# What's out there?

Travel Journals

Experience Reviews

Social Network sites

Photo repositories

Journals and Blogs

Twitter

<http://www.share-your-memories.com/>

[World of Warcraft clan](#)

We like how people can tell stories with blogs and journals but they are disconnected from other aspects of the experience.