Competitive Analysis Report

1. Competitive analysis goal(s)

Compare the learning experience of each competitor's app.

2. Who are your key competitors? (Description)

Our direct competitors are Babbel and Rosetta stone, which both offer subscription language learning services for users to study primarily from the premade materials on their apps. Our indirect competitor is Lingoda, which offers live online language classes that their audience can schedule and attend.

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

Babbel is an established and experienced language learning app that offers a more simplistic learning interface and a fast and on-point learning experience. Instead of quantity, Babbel focuses on the quality of teaching. They only offer 14 languages, but provide throughout cultural and historical context while learning each language. They also offer live learning, podcasts, videos, and learning games.

Rosetta Stone is a well-designed language learning app with many useful features, such as TruAccent speech recognition, designed for all kinds of learners. Their app is more versatile and has outstanding accessibility features, and these features also made the learning experience more creative and fun.

Lingoda is an indirect competitor that offers scheduled live online language classes for a small group of people to learn together from native speakers. It is great for people who want more feedbacks or like to study with a group of people. However, it does not offer flexible learning features for short-term learners or people on a trip.

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

Babbel positions itself as the world's first language learning app that provides short and fun learning sessions while providing cultural and historical contexts while learning the language. They aim to help their user to learn much more than the language.

Rosetta Stone positions itself as an interactive and fun language learning app that provides many useful features to fit the needs of all kinds of users. It is great for both long-term and short-term learners. It can be a great tool for traveling due to its functionalities such as speech recognition and translation. It is a versatile language learning app suitable for most scenarios.

Lingoda positions itself as a live language learning platform for small groups of people to schedule courses and learns from native speakers. However, it is targeted at long-term learners who have a higher budget.

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

Babbel markets itself as an app that attracts their user through cultural information.

Rosetta Stone markets itself as an app that turns its user's second language into second nature.

Lingoda markets itself as a platform that provides quality courses with flexible time.

6. Competitors' strengths (List)

Babbel:
- Context information surrounding the language.
- Short and sweet 10 min learning sessions.
- Alternative learning methods include podcasts, videos, and games.

Rosetta Stone:
- Great accessibility designs
- Versatile features fitting users need in different situations
- A gamified learning experience for better understanding

Lingoda:
- Flexible learning time
- Feedbacks from native-speaker.

> - Learning with a group of people provides opportunities for practice.

7. Competitors' weaknesses (List)

Babbel:
- Not suitable for certain situations.
- Fewer languages to choose from.

Rosetta Stone:
- Not the most systematic way of learning a language.
- Does not provide comprehensive contexts of phrases.

Lingoda:
- Not suitable for short-term learning.
- Not the best platform for people with disabilities.

8. Gaps (List)

None of the competitors' methods are designed to fit both systematic long-term learners and efficiency-oriented short-term learners(or people on trips).

Both Babbel and Lingoda do not have features specifically designed for emergency situations such as mobile off-line, and for people who need additional assistance to learn.

Both Babbel and Rosetta Stone cannot provide detailed feedback to their users.

9. Opportunities (List)

Provide two modes: "long-term in-depth" and "short-term useful", for users to switch between depending on their personal situation and learning habits.

Design features that solve accessibility problems.