

	Direct			Indirect
	Angie's List	HomeAdvisor	Thumbtack	Craigslist
Overview	A site that allows one to contact and hire contractors to handle home remodeling and services jobs	A site that allows one to contact and hire contractors to handle home remodeling and services jobs	A site that allows users to hire a vast variety of contractors, from window cleaners to DJs	A centerplace to hire contractors, find work opportunities, and to buy and sell items
Audience	Millenial Homeowner or Renters	Millenial Homeowner or Renters	Millenials looking to hire or find services to assist their everyday lives	All ages looking for a task to complete or have completed
Usability Process	<ul style="list-style-type: none"> - Long Questionnaire - Very precise and specific questions - Recognizeable Icons 	<ul style="list-style-type: none"> - Long Questionnaire - Very precise and specific questions 	<ul style="list-style-type: none"> - Type keyword and list of local contractors line up immediately - Ability filter further 	<ul style="list-style-type: none"> - No real structure - Searchable Keywords -No visible filter tools
Marketplace				
IOS	✓	✓	✓	✓
Android	✓	✓	✓	✓
Website	✓	✓	✓	✓
Features				
Budget saver	no	✓	✓	no
Able to leave reviews	no	✓	✓	no
Rewards Program	no	no	no	no
Promo Deals	no	✓	no	no
In-App Payment	no	✓		no
Social Connectivity	no	no	no	no
Takeaway				
Positive	<ul style="list-style-type: none"> - Finds the workers for you through survey - Very precise and specific questions - Recognizeable Icons 	<ul style="list-style-type: none"> - First Time user Discounts - Very precise and specific questions - Recognizeable Icons 	<ul style="list-style-type: none"> - Has Profile Pictures - Has a Gender Preference option -Quick Access to see list of contractors 	<ul style="list-style-type: none"> - A great deal of selections
Negative	<ul style="list-style-type: none"> - Long Questionnaire - Limited to suggested 	<ul style="list-style-type: none"> - Long Questionnaire - Limited to suggested 	<ul style="list-style-type: none"> - Has Profile Pictures - Has a Gender Preference option -Quick Access to see list of contractors 	<ul style="list-style-type: none"> - No real filtering system - Lack of helpful visuals - not visually appealing