

HOW TO BUILD A MOBILE APP

STEP 1. KNOW YOUR COMPETITION

<http://matgree.com/how-to-build-a-mobile-app-know-your-competition>

MOBINGO EXAMPLE APP RESEARCH

DIRECT COMPETITION

1. BLISKO APP – <HTTPS://WWW.SISMS.PL/>

PROS

- Decent UI
- All 3 platforms (iOS/Android/WP)
- Supports SMS alerts
- Lot of features - messages with PDF/Texts/etc.
- You don't have to login to get the data

CONS

- Doesn't have a lot of content
- Takes a lot of clicks to go through all your locations
- Looks like not many people are using the app (10 000-50 000 Android Installs)

2. ALERTOWNIK – <HTTPS://ALERTOWNIK.PL/>

PROS

- Ability to report about local problem (e.g. broken tree)
- Don't find much more, compared to BLISKO it's much worse

CONS

- Doesn't have a lot of content
- You have to sign in / register to access content
- You can't drill down to your street address
- Looks like not many people are using the app (1 000-5 000 Android Installs)



NON-DIRECT COMPETITION – INSPIRATION AND LINKS

- **Emergency: Alerts & Notifications**
<https://itunes.apple.com/us/app/emergency-alerts-notifications/id954783878?mt=8>
- **My Local Services**
<https://itunes.apple.com/au/app/my-local-services/id814144172?mt=8>

RESEARCH NOTES

- There are a lot of costly features they built that apparently not many people are using (at least in my area) – like Report Problem functionality in ALERTOWNIK
- Missing information about power outages for my area – mobingo #1 Feature
- They're only based on 'alerts' - no concept of general information which I can browse. After install you have empty information - not very engaging
- App use is a bit confusing - e.g. when I open the app I don't see news feed, but instead I have to choose 'provider'
- BLISKO have built the app in 3 years (iOS history) - looking at reviews was working poorly at the beginning (now it's better), the project budget is > 2,000,000 PLN and they got a UE grant. My plan is to build an MVP in 3 months and start from there. 120-150hrs in total, so with my current hourly rate it'll be around 30,000 PLN (7000 USD)
- One day I received a ton of new notifications that there are some new providers, but didn't find any. Certainly, they struggle with proper notifications setup.