Game Wizard App
Competitive Analysis

1.0 SWOTs

Board Game Stats

Strengths: - Can sync with NemeStats, Board Game Geek, and Cloud - Simple interface - Quick log entry - Ability to save images of game in play - Ability to share game play log/images to social media - Ability to share game images with other app users	Weaknesses: - Uses BoardGameGeek API - Not very exciting to use app - Some parts of the interface aren't very intuitive - Search limited to manual entry or BoardGameGeek - Cannot purchase games - no link to retailer - Game search limited to logging wizard only
Opportunities: - More intuitive interface - More fun interface - Better search features - Ability to link to retailer to purchase games--gain affiliate revenue - Add ability to find games by filters	Threats: - Competition for a more modern and fun, feature rich app - Board Game Geek could remove API access to their game database

NemeStats

Strengths: - Simple website and app - Can quickly log game plays	Weaknesses: - Limited features to just game tracking - Donation revenue stream - No way to purchase games anywhere on the site

	- Slow site response - Uses BoardGameGeek API - No iOS support
Opportunities: - More fun interface - Better search features - Ability to link to retailer to purchase games--gain affiliate revenue - Add ability to find games by filters - Multiple device support	Threats: - Competition for a cleaner, more fun and modern interface, with better features - BoardGameGeek could remove API access to their game database

[ScorePal](#)

Strengths:	Weaknesses:
- Clean interface - Can search game library by filter - Customizable - fun to use - Tool tips for first time use - Can sync with BoardGameGeek - Can save game play images	- Android only app - no cross device support - Ads - Confusing to use - BoardGameGeek sync, custom images, and other features require upgraded version of app - Cannot search game database by filters-cannot browse games - Cannot enter game not in database - Lists games in ScorePal database and BoardGameGeek database--huge list with duplicates--difficult to navigate - Cannot UPC scan games into library - Cannot purchase games - no link to retailer
Opportunities: - Cross device support - Simplify UI - Improve game search navigation - Ability to link to retailer to purchase games--gain affiliate revenue	Threats: - Competition - BoardGameGeek could remove API access to their game database

[BoardGameGeek](#)

Strengths: ● Leading site for the tabletop gaming community ● Many features ● Extensive game database ● API	Weaknesses: ● Visually antiquated site design ● Not user-friendly site ● Difficult to search info ● Cross device limitations ● Ad/affiliate/donation based revenue stream ● Very difficult to navigate site ● Too many features--feature bloat
Opportunities: ● Improvements to interface ● Improved search features ● Clean modern site redesign ● Add ability to find games by filters ● Improvements to cross device support	Threats: ● Competitors could easily make a much more user friendly/modern site ● Revenue stream could not generate sufficient funds ● Board Game Geek could remove API access to their game database

2.0 Pricing Comparison

Board Game Stats

IOS App - $2.99

BoardGameGeek

Website - Free/donation

ScorePal

App - Free
App Pro - $2.99

NemeStats

Website - Free/donation
App - Free

3.0 Differentiators

Board Game Stats

Board Game Stats excels at being quick and easy to enter game play logs/scores, and sharing this data with others. It also allows the most synchronization of data between different sites.

BoardGameGeek

BoadGameGeek is the primary site for tabletop gaming communities. Not only do they have a large user base, but they have an extensive and up-to-date database that is openly available through their API. BGG doesn't have any competitors in all the features it offers. It allows for users to keep track of their game libraries, find, and form gaming groups in addition to many other features.

ScorePal

ScorePal excels in being the most visually pleasing and fun app for keeping track of a game library and game play logs/scores.

NemeStats

NemeStats excels at having a much nicer UI than BGG without all the extraneous features of BGG. It keeps track of your game plays only in an efficient manner.

4.0 User Feedback

Board Game Stats

Board Game Stats has a 4.6/5 rating on the Google Play store and 4.9/5 on itunes. The main complaints from users are that they want game expansions to be checkboxes for a given game, not a seperate game listing, that it takes a long time to enter game plays, not having game

collection management, and confusing UI. Users liked the way it displays/tracks games, scores, and stats.

BoardGameGeek

The main complaints about BoardGameGeek's website is that the UI is terrible--ugly and very old looking--and it's very confusing to navigate and use. Users like the ability to keep track of their game libraries, to form and communicate with gaming groups, to get help and reviews on games.

ScorePal

ScorePal has a rating of 4.5/5 on the Google Play store. The main user complaint (pro version) was about syncing issues with BGG and Google Drive backup feature. They also did not like that the ads in the free version often included sound which interrupted their game play. Users enjoyed the game logging features and stats.

NemeStats

NemeStats app has a 4.9/5 rating on the Google Play store. The main user complaints about NemeStats is that there is no way to delete gaming groups, difficult UI, and that you have to sign up for an account to start using the app.

5.0 Positioning and Audience

Board Game Stats

Board Game Stats positions itself as a product to track and store game play statistics. They focus on the statistics features of their product including, what they call, at "Deep Statistics" expansion for those who want even more data analysis features for their game plays.

BoardGameGeek

BoardGameGeek positioning takes some effort to find as their site homepage displays content digests without any explanation of what the site is or can do. Their welcome page, which is a small link at the bottom of the page, they state that the site is an "online board gaming resource and community". Their target audience is tabletop gamers that want a place to find other

gamers, record their game library, sell their used games, and find information and discussion about games.

ScorePal

ScorePal positions itself as a visually appealing score tracking alternative to scratch paper when playing games. They focus on game players that are looking for an easy and visually appealing product to track game scores.

NemeStats

NemeStats positions itself as "the most streamlined process possible for recording games" with both app and web applications. They also highlight their feature of tracking gaming groups. They focus on game players that are looking to have multi-platform access to a game tracking and statistics.