

Comparative Analysis Report

Project Concept:

People are migrating to different countries and are looking for information about the countries they are moving to. This platform allows users (Students, Visitors, Immigrants) to find info, share their experiences, ask questions, and discuss to know more about the country. Here, people can share info with each other including but not limited to visa processes, culture, education, health, employment, official rules, shopping, clothing, food, travel, do's and don'ts etc. Basically, from simple to significant things.

They can see the major differences between their home country and the country they are moving to.

Comparative Analysis:

	Comparison 1	Comparison 2	Comparison 3
1. Product Name and links	<p>Canada visa forum</p> <p>Website link: https://www.canadavisa.com/canada-immigration-discussion-board/#settlement-in-canada.30</p> <p>No mobile app available</p>	<p>Quora</p> <p>Website link: https://www.quora.com/</p> <p>Mobile App links: Google Playstore: https://play.google.com/store/apps/details?id=com.quora.android&hl=en Apple store: https://apps.apple.com/ca/app/quora/id456034437</p>	<p>Google Site</p> <p>Website link: https://www.google.com/search?q=google&rlz=1C1GCEA_enCA831CA831&oeq=google+&aqs=chrome..69i57j69i59j69i60l6.2913j0j7&sourceid=chrome&ie=UTF-8</p> <p>Mobile Apps: Google Playstore: https://play.google.com/store/apps/details?id=com.google.android.googlequicksearchbox Apple store: https://apps.apple.com/ca/app/google/id284815942</p>

Description	This platform helps users in finding information and to discuss on the requirements essential to apply visa for Canada and settling in Canada.	Quora is a Q&A platform that allows people to share and expand the knowledge. People ask questions about any topic and share their own knowledge with others.	Google is a search engine, where people can search for every information, updates, images, news, maps, videos etc.
Target Users	Students, Immigrants, Visitors, who want to find info for visa processes of Canada.	Students, Employees, Professionals who want to gain knowledge and insights on certain things.	Students, working professionals, entrepreneurs who want to search for specific info and to create and place websites
Voice and Tone	This forum has a user driven content, so it has formal to informal tone, as this is a discussion forum, some people converse in a friendly manner. <ul style="list-style-type: none"> - Soft and friendly 	This site has a user driven content, so it has formal to informal tone. As it is a Q&A site, most of the users answer in a formal language. <ul style="list-style-type: none"> - Soft and Formal 	Formal and informal based on the sites. In google, through keyword search, people find different sites, which contains both formal and informal language depending upon the site
Source of Revenue	Immigration consultants/lawyers manage this site, where they post ads to consult them for visa applications - (Canada visa.com) They have different social media sites, where they promote their website and business.	Initially, Quora had no revenue model. Now, Quora earns money through advertisements. Quora is actively attracting the advertising market by placing ads strategically.	Google generates its revenue through advertising services - Ads and AdSense.
2.Legal links	Terms and Conditions: https://www.canadavisa.com/canada-immigration-discussion-board/help/terms Privacy Policy: https://www.canadavisa.com/canada-immigration-privacy-policy.html#gs.sdf02i	Terms of Services: https://www.quora.com/about/tos Privacy Policy: https://www.quora.com/about/privacy Conduct Policy: https://www.quora.com/about/conduct	Terms: https://policies.google.com/terms?fg=1 Privacy: https://policies.google.com/privacy?fg=1
3.Internationalization	Global Platform. Languages: English	Global platform. Languages: English, Arabic, Bengali, Danish, Dutch, Finnish, French, German, Hebrew, Hindi, Indonesian, Italian,	Global Languages: More than 100 languages

		Japanese, Marathi, Norwegian, Portuguese, Spanish, Swedish, Tamil	
4.Promotions	Through keywords search	Through keyword search	It's a browsing platform
Social Media Channels	Facebook, Twitter, Instagram, LinkedIn, YouTube - Except you tube, all other channels has latest posts. Yes, they are interesting with latest updates and beneficial posts.	Instagram, Facebook, Twitter, YouTube. Yes, their posts are creative with latest updates	Google web search is the most popular one as it is one of the search engines. It has no social media channels.
Ads in the social feeds	No, as of now, I did not find any ads in social media feeds.	No, as of now, I did not find any ads in social media feeds.	No, as of now, I did not find any ads in social media feeds.
USP and Voice and tone - promotion adds	Guidance for immigration and other visas to Canada, but they are not promoting discussion forum. Voice and tone are formal as they are dealing with the clients. Different from the product in some ways.	Quora has been known for its intelligent discussions on various topics. Being a public platform, it is used by many marketers to share useful information, influence public opinions. Promoting adds - Soft and friendly manner. Quite similar	Google's USP is its in-depth understanding of the relationship between users, consumers and web content.
5.Opportunities	A great discussion forum, where people can find info and share experience. However, it is just limited to Canada and to know about the visa processes and settling in this country. People might need more info on various countries from people who have knowledge or had previous experience.	A question and answer platform, where users get answer to their question from other users, who are experts/has experience in respective fields. Although there is a wide range of content, this is not a discussion forum, where people cannot ask for a follow up question. And this is not a well-organized platform to ask on a specific thing, it contains random Q&A	Google is a great site to search information online, however, its not like a discussion forum, people may not get enough information/clear information. It takes time for a user to do research and to find required info.

SUMMARY:

The above 3 platforms, 'Canada visa Forum' or similar immigration sites, 'Quora', and 'Google' provide info about the countries, when people search for certain things. As mentioned above, those websites have info on visa processes, settling in Canada, or answers

for random questions. However, people are searching for more info before and after moving to a new country.

Unique Selling Point (UPS):

- When a user selects their home country and the country they are moving to, the system shows the differences they have.
- A discussion forum, where people can discuss, find info and share their experiences about the country they are moving/visiting to (E.g.: Australia, Canada, UK, USA, New Zealand, India, China, Brazil etc.)
- Basic things they need to do as soon as they arrive, as the initial stages are the most important things
- Newcomers need info such as terminology, infrastructure, how the system works in the new country, official rules etc.

Target users:

International Students, new Immigrants, Visitors/travelers

Revenue models:

- Promoting through adds - as the users are students, immigrants, and visitors, the immigrant consultants, housing agencies, educational institutions show interests to promote their business through these kinds of sites
- Through various social media channels such as face book, Instagram, twitter, you tube etc.
- through keyword search - placed on top of search engines
- through google