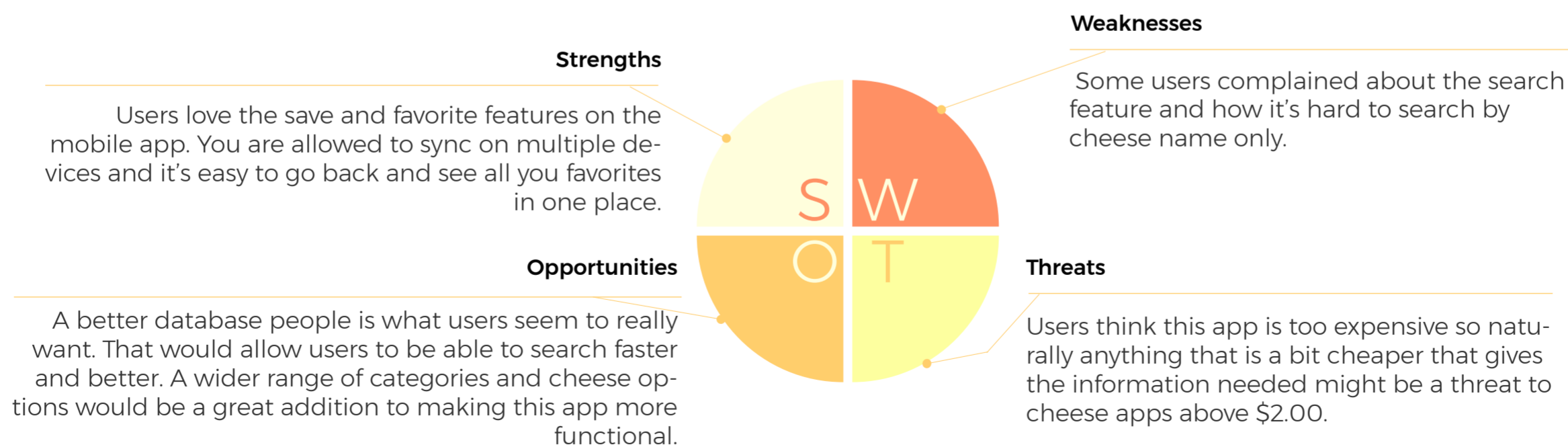


COMPETITIVE ANALYSIS

Company	Fromage	Cheese Tasting Tracker	Cheese Plate
How do they position themselves?	One of the only well-known cheese apps on iOS. Simple to use, has a lot of information on different cheeses. Has great functionalities such as saves/favorites.	Simple, easy to use cheese tracker. It's like a note pad for cheese. You can write down taste notes and thoughts about the cheese that you've tasted. Not design heavy and kind of outdated looking but it seems to get the job done.	The beautiful photography, curated cheese plates, tips, and information. They are more focused on the photography and to visually show users what the cheese plates should look like.
Who is their primary audience? What user groups are they targeting?	Cheese enthusiasts and those who want to learn about different kinds of cheeses. Definitely for those who know cheese but want to know more. It seems like there's something for all age types.	Those who want to remember what cheeses they have tried and those who like to take notes.	User who wants to build the perfect cheese board but doesn't know too much about cheese. Targeting those who like to host and share their knowledge about cheese.
What are their key differentiators and features?	A lot of information. The save and favorite features, search, and information is the strong point here.	A note pad for those who want to write about what they have tried so they can remember for the next time.	Definitely the design and photography that is used to visually educate and show users how to plate/treat cheese.

SWOT ANALYSIS



PERSONAS

Cheese Newbie



Someone who doesn't know too much about cheese but likes it and wants to learn more.

Name: Andrew M.
Age: 27
Profession: Content Manager



Goals

- I want to be able to build a cheese plate and know what exactly is on that plate.
- I want to be able to pronounce the cheese names.
- I want to be confident when it comes to cheese.
- I would love to feel like I know what I am talking about.
- I want to know how to pair cheeses with other foods.

Frustrations

- I hate it when there's no labels to show me which cheese is which.
- I don't want to feel overwhelmed by information.
- When I feel intimidated amongst others who know more about cheese.
- Not knowing what pairs well with what cheese.

Go to Cheeses



Cheddar



Brie



Havarti



Gouda

Cheese Enthusiast



Someone who loves cheese and knows what good cheese is but would still love to learn more.

Name: Jessica T.
Age: 31
Profession: Accountant



Goals

- I want to be able to search for a certain cheese depending on animal, country and texture.
- To learn more about cheese, more facts about what makes the cheese special.
- To feel more confident when building cheese plates.
- I want to know more in depth of about pairings, such as wine, charcuterie.
- I would like to be better informed on how to use different tools for cheese.

Frustrations

- It's frustrating when I can't find the cheese I am looking for.
- Not knowing the differences and methods when it comes to cheese.
- When I don't know what cheeses I used for my previous cheese plate.
- Using the same accoutrements for a cheese plate.

Cheese Pro



Someone who loves cheese, is quite knowledgeable about cheese. Who likes to wow others with their knowledge of cheese.

Name: Lily C.
Age: 26
Profession: Line Cook



Goals

- I want to feel like I am a cheese wizard.
- I would to wow my guests with cheeses they have never tried before.
- To share my cheese plates and suggestions with others.
- Creating different cheese plates.
- I would love to create different pairings.
- I want to build my own cheese plates and submit it so others can see it.
- Review other cheese plates and cheeses for others to read.

Frustrations

- Not having a good database of information about different cheeses.
- Repeated information
- Creating the same cheese plate over and over.
- Not being able to share my suggestions