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# AdvantEdge

## Optimising Your Competitive Edge - Sample Report

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# AdvantEdge Sample Report

**AdvantEdge is a competitive benchmarking and UX analysis service developed by FOB Solutions. It helps companies understand how their digital products perform in real-world conditions compared to key competitors and what they can do to stand out.**

This Sample Report presents data collected during testing of three ride applications. The test were conducted in Q1-2025 in Tallinn, Estonia, testing real-life user journeys.
Data presented in the report is the actual outcome of the tests performed in the field.

In a nutshell, **AdvantEdge Benchmarking Report** provides insights on:

- **Your product strengths and weaknesses**
- **Competition, their strengths and blind spots**
- **Trends on the market in your domain**
- **Users' perspective on benchmarked products**
- **UX & features detailed scoring and ranking**
- **User Journeys and satisfaction ranking**
- **Clear recommendations for improvements**

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# Sample Report

## Executive Summary

### Products tested

| No | App | Version |
|---|---|---|
| 1 | RideReferenceApp | confidential |
| 2 | RideCompetitionApp1 | confidential |
| 3 | RideCompetitionApp2 | confidential |

### Overview

This report presents a comparative analysis of **RideReferenceApp, RideCompetitionApp1, and RideCompetitionApp2**, focusing on their **core functionalities, user experience, business usage, safety features, payment options, and customer support**. The goal is to highlight the **strengths, weaknesses, and market positioning** of each platform based on extensive testing.

### Key Performance Metrics

| Metric | RideReferenceApp | RideCompetitionApp1 | RideCompetitionApp2 |
|---|---|---|---|
| **Features Implementation Score** | **317/400 (79.25%)** | **312/400 (78.00%)** | **216/400 (54.00%)** |
| **User Journeys Performance Satisfaction** | **15/18 (83.33%)** | **15.5/18 (86.11%)** | **6.5/18 (36.11%)** |

These metrics confirm that **RideReferenceApp and RideCompetitionApp1** are **almost equal** in feature implementation, but **RideCompetitionApp1 slightly outperforms RideReferenceApp in user satisfaction (86.11% vs. 83.33%)**. **RideCompetitionApp2**, however, **lags significantly behind**, both in feature completeness and user experience **(54.00% feature implementation, 36.11% user satisfaction)**.

## 01 Overview

Summarizes the **goals of the benchmarking exercise,** provides key details about the **tested products** and **main results**.

## Key Findings

**1. RideReferenceApp: Feature-Rich but Complex**

RideReferenceApp leads in **feature implementation (79.25%)** but slightly trails RideCompetitionApp1 in **user satisfaction (83.33%)**, indicating that while RideReferenceApp offers the most functionality, its complexity reduces ease of use.

- **Strengths:**
  - [redacted] CONFIDENTIAL
- **Weaknesses:**
  - **Cluttered UI** - Users might struggle to find **hidden but useful features**.
  - **Business usage complexity** - users find **RideReferenceApp for Business confusing**, especially with its $3,000/month threshold.
- **Overall Assessment:**
  Best suited for users prioritizing security, comprehensive features, and top level business needs, but the complexity can dissuade casual users.

**2. RideCompetitionApp1: Balanced Usability and Functionality**

RideCompetitionApp1 **performs nearly as well as RideReferenceApp in feature implementation (78.00%)** but **leads in user satisfaction (86.11%)**, suggesting it delivers a **more intuitive experience** while maintaining strong functionality.

- **Strengths:**
  - [redacted] CONFIDENTIAL
- **Weaknesses:**
  - [redacted] CONFIDENTIAL
- **Overall Assessment:**
  Best choice for users who prioritize ease of use while still needing strong business and security features. It delivers high user satisfaction with fewer usability issues than RideReferenceApp.

**3. RideCompetitionApp2: Lagging in Features and User Experience**

RideCompetitionApp2 **performs poorly**, with a **low feature implementation score (54.00%) and the lowest user satisfaction (36.11%)**, indicating **many missing features** and an **average user experience**.

- **Strengths:**
  - **POS Terminal Payment** - Users can pay directly via a **physical card** at ride completion.
  - **Granular car selection** - Users can **choose specific vehicles and even drivers**.
  - **Deals Feature** - Allows fare negotiation between riders and drivers.
- **Weaknesses:**
  - **Limited customer support** - No **24/7 availability**, **slow response times**, and **no quick-access support buttons**.
  - **Minimal safety measures** - Lacks **SOS button, PIN verification, and real-time trip monitoring**.
  - **Poor UI and missing predictive features** - Setting pickup locations **requires multiple attempts**.
  - **No multi-profile support** - Unlike **RideReferenceApp and RideCompetitionApp1**, RideCompetitionApp2 **does not allow switching between business and personal profiles**.
- **Overall Assessment:**
  Best suited for budget-conscious users, but **Needs Improvement: Improve customer support**, add **basic safety features**, and redesign UI for **better usability**.

## 02 Key findings

Highlights the **strengths, weaknesses, and overall assessment** of each tested product. Offers insights into **what makes a solution strong** and **what may be missing in others**.

## Comparative Evaluation

| Feature | RideReferenceApp | RideCompetitionApp1 | RideCompetitionApp2 |
|---|---|---|---|
| **Ease of Use** | (Moderate learning curve) | (Simple and intuitive) | (Confusing UI) |
| **Safety Features** | [redacted] CONFIDENTIAL | [redacted] | (Minimal security) |
| **Business Usage** | [redacted] | [redacted] | (No multi-profile, limited billing) |
| **Payment Methods** | (Diverse options -cards, wallets, cash) | [redacted] | (Limited to cash and cards) |
| **Customer Support** | (24/7 availability) | (Effective multi-level support) | (Limited and slow response times) |
| **Feature Implementation Score** | **79.25%** | **78.00%** | **54.00%** |
| **User Satisfaction** | **83.33%** | **86.11%** | **36.11%** |

## 03 UX & Features

A **comparative evaluation** of user experience, key features, and use cases. Provides a **high-level comparison** of all solutions **at a glance**.

## Conclusion & Recommendations

**RideReferenceApp:**

RideReferenceApp remains the **most feature-rich platform (79.25%)**, but **complexity hinders usability (83.33% satisfaction)**.

- **Ideal for:** Corporate travelers, security-conscious users, and those needing a full suite of features.
- **Needs Improvement:**
  - [redacted] CONFIDENTIAL
- **Gaps to Address:**
  - **Driver language selection (0/2)** – No way to **filter drivers by spoken language**.
  - **Ride rebooking (0.5/2)** – Lacks a **quick rebook feature**.

## 04 Conclusions

Presents **recommendations and improvement areas** to enhance **competitiveness**. Identifies gaps that should be addressed **to stay ahead of the market**.

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**Final Verdict**

- **RideReferenceApp** is the most feature-complete but needs **better usability and business clarity**.
- **RideCompetitionApp1** is the **best balance of functionality and ease-of-use**, but **lacks advanced security features**.
- **RideCompetitionApp2** is **affordable but missing essential features**, making it **uncompetitive for serious users**.

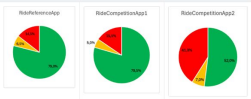
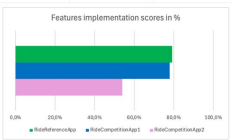
For a **well-rounded experience**, **RideCompetitionApp1 is ideal for most users**, while **RideReferenceApp remains the best for security and business needs. RideCompetitionApp2 must overhaul its features to stay relevant.**

| USER SENTIMENT Table | RideReferenceApp | RideCompetitionApp1 | RideCompetitionApp2 |
|---|---|---|---|
| Highlights | • Smooth onboarding<br>• Safety first<br>• Reliability (ETAs, rate calculation)<br>• Payment Methods<br>• Notifications<br>• Scheduled trips | • Lean UI<br>• Ease of Use<br>• Reliability (ETAs, rate calculation)<br>• Notifications<br>• Predictability<br>• Business usage friendly<br>• Scheduled trips and easy reschedule<br>• Deliveries | • Granular car model selection<br>• POS Terminal payment<br>• Deliveries<br>• Deals |
| Low-Lights | • Cluttered UI<br>• Complex policy and usage for Business | • Cluttered Trip history<br>• No possibility to filter out private and/or business trips | • Feature limitation<br>• Settings<br>• Safety<br>• Customer support<br>• Notifications |

## 05 Final verdict

Delivers the **benchmark's final ranking**, identifying the **leading solution**. Includes **user sentiment analysis** to provide insights into **overall user experience**.

Score Comparison

| Main Feature (X.) and sub-features (X.Y.) | | Ride Reference App | Ride Competition App1 | Ride Competition App2 |
|---|---|---|---|---|
| *PRESENT (1.5 - 2.0)* | | *158/200<br>79,00%* | *159/200<br>79,50%* | *104/200<br>52,00%* |
| *MISSING (0 - 0.5)* | | *29/200<br>14,50%* | *31/200<br>15,50%* | *82/200<br>41,00%* |
| *PARTIALLY IMPLEMENTED (1.0)* | | *13/200<br>6,50%* | *10/200<br>5,00%* | *14/200<br>7,00%* |
| NOT tested during this scope | | *43* | | |
| Features Implementation pie-charts | |  | | |
| Scoring scale<br>2 points - Top-tier solution<br>1,5 points - Almost perfect but with few shortcomings<br>1 point - Does the job, but provides limited value<br>0,5 point - Very poor experience / it exists but doesn't fulfill its goal<br>0 points - not existing | |  | | |
| *Features Implementation score* | | *317/400<br>79,25%* | *312/400<br>78,00%* | *216/400<br>54,00%* |
| I. Core functionalities | I.1. Booking a ride | | | |
| | I.1.1. Pickup and Drop-off Selection | 2 | 2 | 1.5 |
| | III.6.3. Ride Monitoring: Automated alerts for [illegible] | 2 | [illegible] | [illegible] |
| | III.6.4. Trip Sharing: Live trip sharing with friends or family for real-time tracking | 2 | 2 | 0 |
| | III.6.5. In-App Safety Tips: Display safety guidelines for riders and drivers. | 2 | 2 | 0 |
| IV. Individual features | [illegible] | | | |
| | [illegible] | 0 | 0 | 2 |
| | [illegible] | 0 | 0 | 2 |
| | [illegible] | | | |
| | [illegible] | 1.5 | 1.5 | 0 |
| | [illegible] | 2 | 1 | 0.5 |
| | [illegible] CONFIDENTIAL | | | |
| | [illegible] | 2 | 0 | 0 |
| | [illegible] | 2 | 0 | 0 |
| | [illegible] | | | |
| | [illegible] | 0 | 2 | 0 |
| | [illegible] | | | |
| | [illegible] | 0 | 2 | 2 |
| | [illegible] | | | |
| | [illegible] | 0 | 2 | 0.5 |
| | [illegible] | 0 | 2 | 0 |
| | [illegible] | 0 | 2 | 2 |

## 06 Features scoring

Detailed breakdown of **feature implementation and scoring** for each product. Offers insights into the **performance of individual features**.

User Journeys Scores

| Scenarios | Ride Reference App | Ride Competition App1 | Ride Competition App2 |
|---|---|---|---|
| *User Journeys performance satisfaction* | 🥈<br>15/18<br>*83,33%* | 🥇<br>15,5/18<br>*86,11%* | <br>6,5/18<br>*36,11%* |
| Onboarding and Ease of Use | 2 | 1.5 | 1 |
| Business Usage | 1 | 2 | 0.5 |
| Booking a Ride | 1.5 | 2 | 1 |
| Payment methods | 1.5 | 1.5 | 1 |
| Trip History | 2 | 1.5 | 1 |
| Multi-profile | 1.5 | 1.5 | 0 |
| Customer Support | 2 | 2 | 0.5 |
| Scheduled Rides | 1.5 | 2 | 1 |
| Safety Features | 2 | 1.5 | 0.5 |

## 07 User Journeys

Compares **user journey performance**, with scores reflecting **overall user satisfaction and experience** for each defined journey.

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# Get in touch

Let’s explore together how your product can gain **the competitive edge and lead the market!**

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