



# **2Gather Comparative Analysis**

# Invitation Apps

# Evite

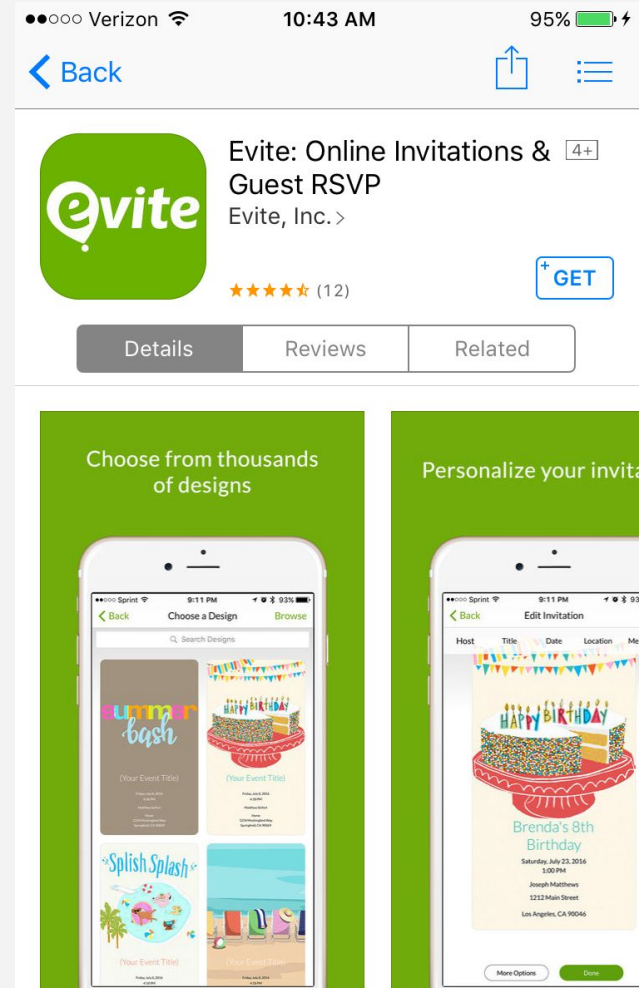
[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“Evite is the most popular way to create and manage beautiful digital invitations for your parties and events.”

What they do:

- Allow users to send out invitations online
- Guests receive invite via email.
- Users can choose stock images to match the theme of their events.
- Guests can respond to invite allowing the sender to know who is coming or not.
- Can share photos with guests



# Invitd

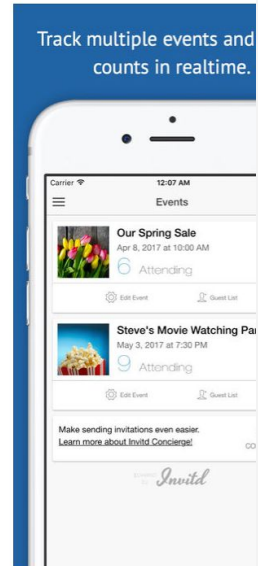
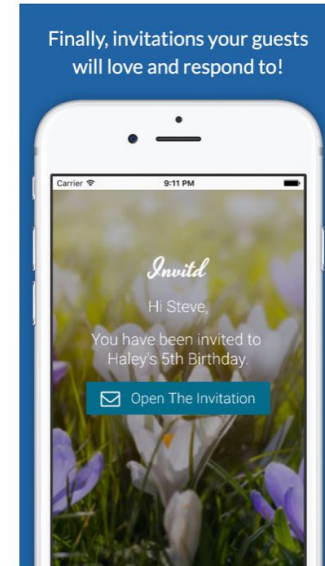
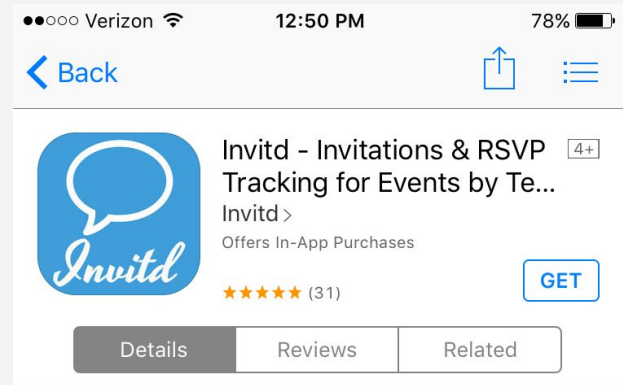
[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“Invitd is an RSVP app that delivers personalized invitations via text message.”

What they do:

- Allow users to send out invitations online
- Users can pick a theme image for their event
- Allow guests to respond Yes or No
- Invites can be sent via text



# Paperless Post

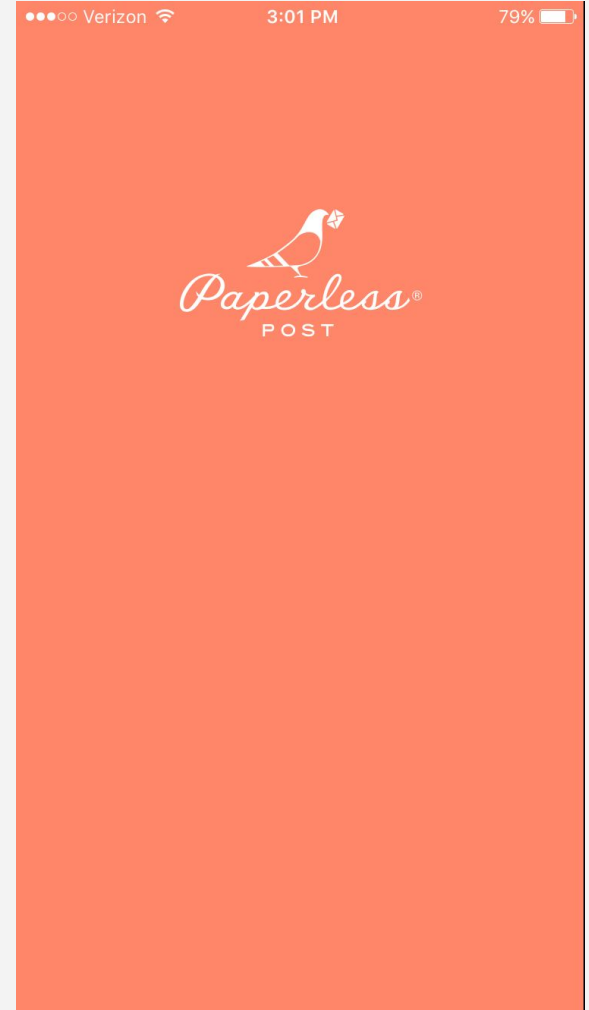
[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“Paperless Post is reimagining online and paper invitations through design and technology.”

What they do:

- Allow users to send out invitations online
- Allows users to customize their invite from typeface and colors of text to the lining of the envelope the guests will see
- Upcharge for some of the designs



# Punchbowl

[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“Create, personalize and send beautiful invitations on the go for FREE with Punchbowl®”

What they do:

- Allow users to send out invitations online
- Theme choices include well known kids characters
- Some themes cost more
- Ability to add a Potluck to the invite with clear instructions to guests
- Allows guest to RSVP

The image shows a screenshot of the Punchbowl app's presence on the App Store. At the top, the status bar shows Verizon service, a Wi-Fi signal, the time 1:38 PM, and 72% battery. The app page features a blue 'Back' button, a share icon, and a menu icon. The app icon is a red circle with a white 'b'. The title is 'Punchbowl – Online Invitations, Birthday Invit...' with a '4+' age rating. The developer is 'Punchbowl, Inc.' and the app has a 4.5-star rating from 48 reviews. A 'GET' button is visible. Below the app information are tabs for 'Details', 'Reviews', and 'Related'. The main content area shows a promotional banner for 'The New Gold Standard in Online Invitations' with four example invitation cards: a Mickey Mouse birthday invite, an Elmo birthday invite, a social shower invite, and a party for Melanie! invite. To the right, a vertical banner reads 'Find the Perfect Invitation' and 'Choose from thousands of beautiful free online invitations', showing a smartphone displaying the app's interface with various invitation categories and a 'Most Popular' section.

# Scheduling Apps

# Doodle

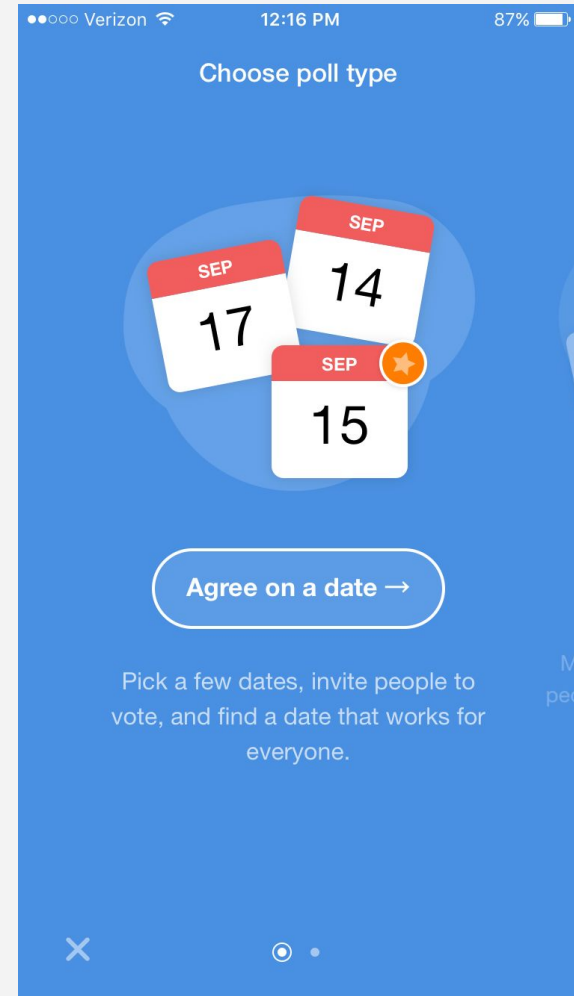
[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“Doodle is the world’s most popular group scheduling service”

What they do:

- User’s can post multiple date suggestions for an event and have their participants vote on the best date and times to meet.
- Offer a calendar view with time slots
- Users can invite participants via email, whatsapp, SMS, FB Messenger





# **Travel Planning Apps**

# Sygyic Travel

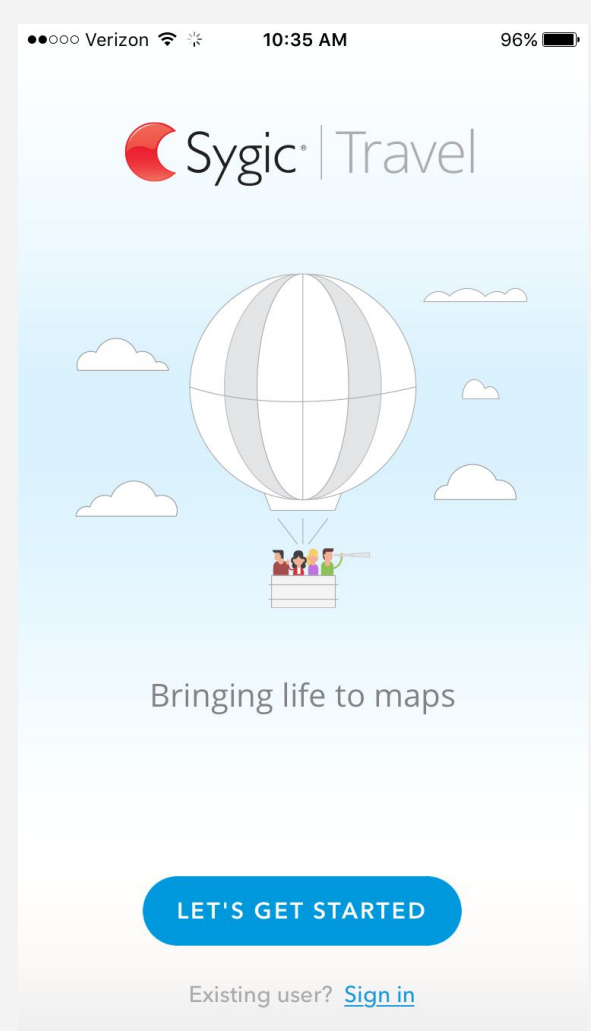
[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“Discover places to visit, plan your travel itinerary, and enjoy your trip, even offline.”

What they do:

- They have both a web and app experience.
- Ability to create a day by day itinerary
- Have suggested trip templates for popular cities giving the users a starting place for their trip planning.
- Share trip with other people (couldn't find this function though)



# Trip Hobo

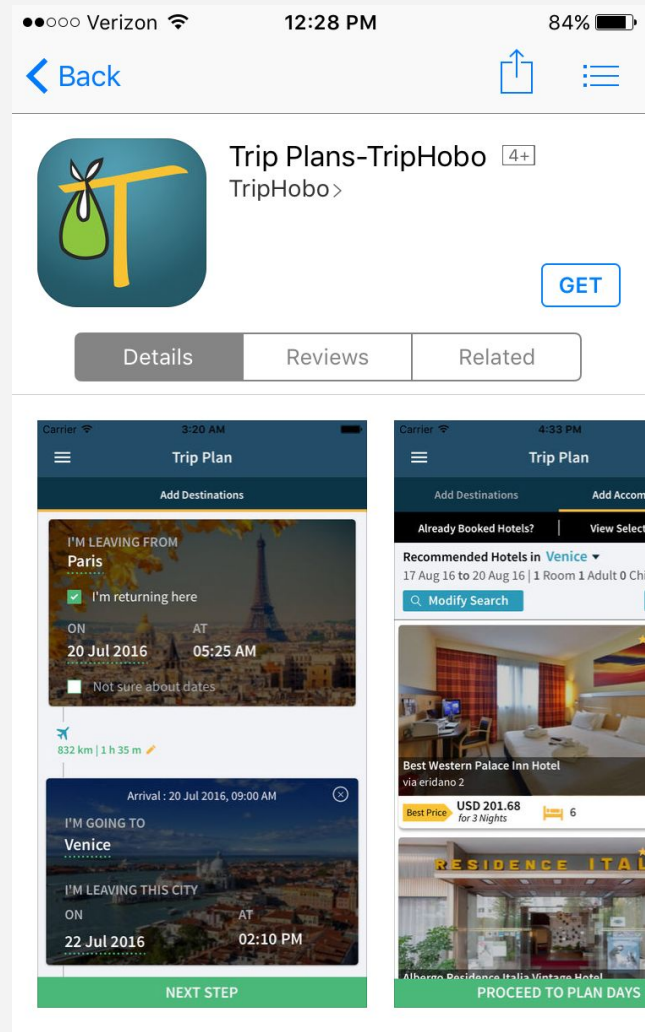
[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“It helps you find the best of attractions and restaurants along with all the information you need”

What they do:

- They have both a web and app experience.
- Ability to create a day by day trip itinerary
- Have suggested trip templates for popular cities giving the users a starting place for their trip planning.
- Share trip with other people via email or FB



# To:Day

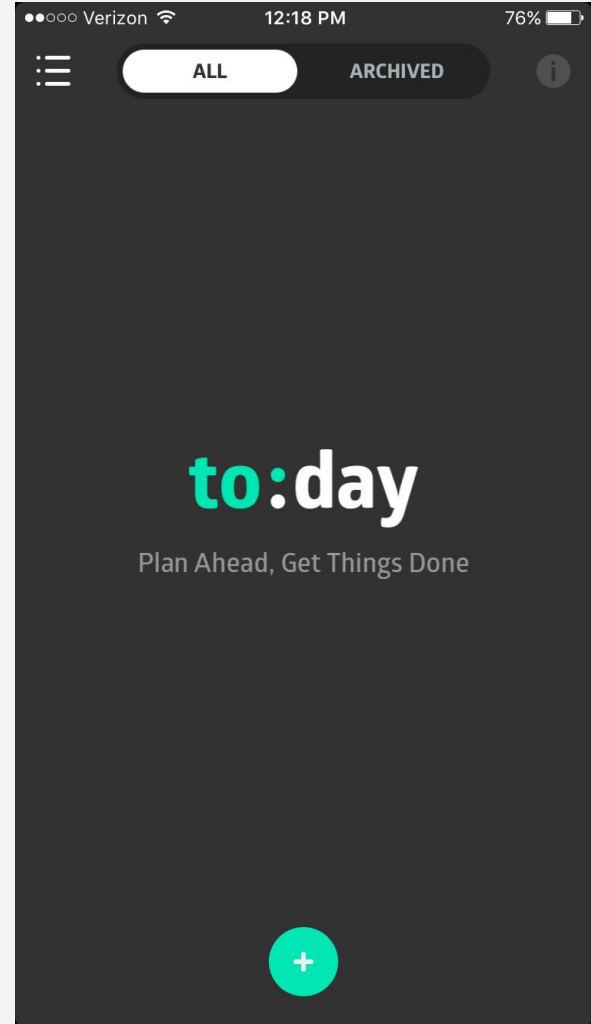
[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“To:Day is an event based task manager. A simple to-do list and day counter that lets you manage and plan your important upcoming events.”

What they do:

- Create an event and the countdown begins
- Users can add in other steps they need to do prior to that day keeping all the tasks for one event in one place.
- User can choose different backgrounds for event.



# **Group Planning Apps**

# Vurb

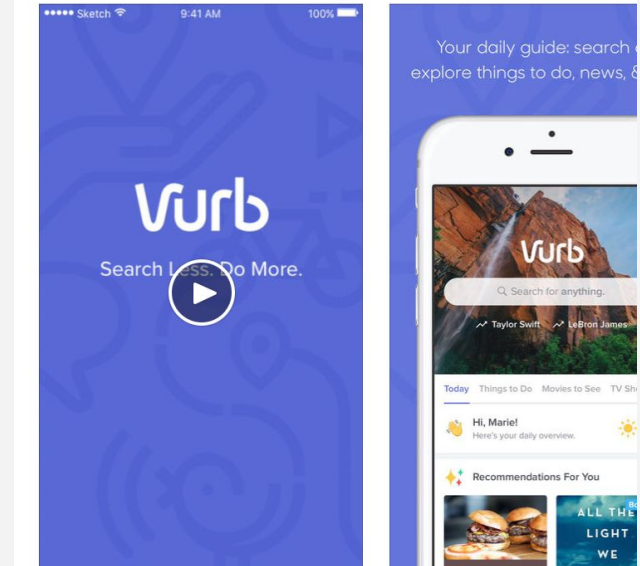
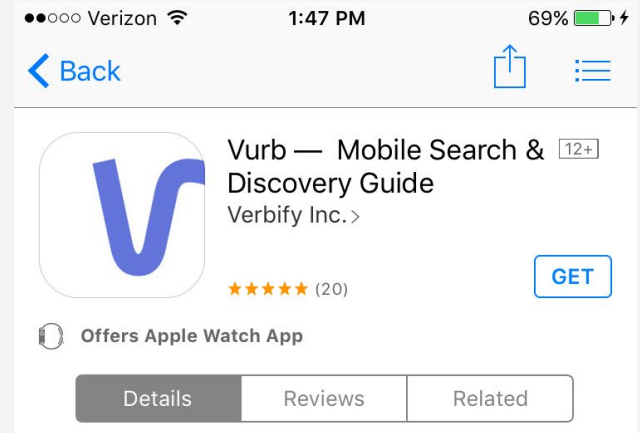
[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“Vurb connects your apps to bring your favorite people, places, and things together.”

What they do:

- Allows users to search and explore things to do
- They can create lists of people or places they want to follow
- Share and make plans with friends



# GroupMe

[Website](#) | [App Store Link](#) | [More Images](#)

Company statement:

“The best way to chat with everyone you know”

What they do:

- Free Group messaging
- Share photos and videos with friends
- Share location to ask group if they want to meet up.
- Ability to mute notifications in a specific group chat

