

Fully Booked	Workspace		Resources		Entertainment	
	wework	breather	Google	WIKIPEDIA	BARNES&NOBLE	amazon
Value Proposition	Create a world where people work to make a life, not just a living.	Breather creates modern workspaces you can keep for hours, days or months — all to yourself.	Our mission is to organize the world's information & make it universally accessible & useful. We are dedicated to creating opportunity for everyone.	A multilingual, web-based, free-content encyclopedia, & based on a model of openly editable content.	Barnes & Noble aims to provide a varied choice of books, eBooks, magazines, toys & games, music, DVD & Blu-ray, & related products & services that cater to a broad spectrum of consumers available through an accessible & flexible multichannel sales & distribution system.	Amazon is a super-aggregator of vendors & customers, giving people a compelling, one-stop online shopping experience with easy access to products, information, & friction-free delivery
Audience						
Target Audience	Target audience are businesses who want to be part of a community, who need a space to work, collaborate, innovate & be productive.	Breather's target audience are businesses who need a distraction free space for either a limited amount of time or for months, with the right equipment, support & at the right price.	Google's target audience is truly everyone, or specifically for its search engine service, anyone who is looking for information & answers. All of their products & services have a specific target audience, especially their business tools, targeted to business owners to help with running their business.	Anyone who is looking to get some general research about a particular subject matter.	Barnes & Noble pushes for its target customers to be anyone in the US who enjoys reading.	The website is aimed at a wide audience who are interested in internet shopping.
Marketplace						
iOS	✓	✓	✓	✓	✓	✓
Android	✓	✓	✓	✓	✓	✓
Website URL	https://www.wework.com/	https://Breather.com/	https://www.google.com/	https://www.wikipedia.org	https://www.barnesandnoble.com	https://www.amazon.com
Hours of Operation	Online: 24/7; Office Access: 24/7; WeWork Staff Available: 9am-6pm	Online: 24/7; Office Hours: Vary By Location	Online: 24/7	Online: 24/7	Online: 24/7 Physical Locations: Hours Vary	Online: 24/7
Physical Locations	✓	✓	✗	✗	✓	✗
Facility Offerings	Common Areas, Desks, Conference Rooms, WiFi, Phone Booths, Kitchens, Drinks, Unique Spaces, Office Supplies, Bike Storage, Community Events	Varies by Location - Apple TV, White Board, Projector, TV, Parking, On-Site Catering, Google Chrome, Workshop Spaces	N/A	N/A	Free WiFi, Common Lounging Areas, Starbucks in Varied Locations	N/A
Country/Region	Worldwide - 546 Locations in 96 Cities	US, Canada, UK - 10 Cities	Worldwide	303 Languages - Worldwide	United States	Worldwide
Community/UGC Features	Chat	Reviews (Stars) on Spaces	-Google+: Google's own social media platform -Business Reviews: Allows users to leave reviews of business	Online: large community of volunteer coders & contributors, forums, mailing lists; In-Person: meet-up events, movement affiliates, fundraisers	Monthly book club groups, meetup events, children's activities, reviews & ratings on products	Reviews & Ratings on Products
Delivery Policies	✗	✗	Google Express offers on demand on their products as well as thousands of other items from many different retailers, from groceries to technology & everything inbetween.	✗	Home Delivery & In-Store Pickup	Delivery, Shipping & Prime Available
Business Model						
Membership	✓	✓	Open to Everyone	Open to Everyone	Open to Everyone, Membership Available	Open to Everyone, Membership Available
Subscription	Ranges from \$290/month for hot desk to \$770/month for private office	Available	Some services, especially the ones for businesses require have a subscription fee.	Free Account	✗	Available
Incentives	Referral Program Allows 10% Monthly Membership	✗	✗	Members Can Contribute & Edit or Add Articles	Membership Discounts, Education Discounts, Bulk Order Discounts	Prime Membership Discount
Offerings & Resources						
Digital Products	WeWork app for chat & space updates; Additional WeWork businesses including Flatiron School, Meetups, RiseByWe, WeGrow	Breather App Used to Reserve Space & Contact Breather	Android Auto, Android Messages, Android OS, Calendar, Cardboard, Chrome, Chrome Web Store, Chromebook OS, Chromecast OS, Connected Home, Contacts, Daydream View, Docs, Drawings, Drive, Earth, Finance, Forms, Board, Gmail, Google Alerts, Google Allo, Google Cast, Google Classroom, Google Cloud Print, Google Duo Google, Google Expeditions, Google Fit, Google Flights, Google Fonts, Google Groups, Google Input Tools, Google One, Google+, Google Pay, Google Play, Google Play Books, Google Play Games, Google Play Movies & TV, Google Play Music, Google Store, Google Street View, Google Wifi, Google for Education, Hangouts, Inbox by Google, Keep, Maps, News, Photos, Play Protect, Project Fi, Scholar, Search, Sheets, Sites, Slides, Tilt Brush, Translate, Trips, Voice, Waze, Wear OS by Google, YouTube, YouTube Gaming, YouTube Kids, YouTube Music, YouTube TV, Assistant, Blogger, G Suite, Jamboard, Collections, Google Express, Google Home Products (Google Assistant & Speaker Products), Chromecast, Pixel Phones, Pixel Slate Tablet, Google Wifi System, Pixelbook Laptop	Commons, Meta-Wiki, Wikidata, Wikiquote, Wikispecies, Wikivoyage, MediaWiki, Wikibooks, Wikinews, Wikisource, Wikiversity, Wiktionary	Nook, eBooks, Games, Music, Movies	Various digital products (i.e. eBooks, online courses, digital music & movies, etc.)
Physical Products	Office space for WeWork members - event space for private & community events, printers, kitchenette. Creator Awards: monetary awards for non-profit, arts & start ups.	Office, conference rooms, workshop, classroom type spaces.		N/A	Books, DVD's, magazines, planners, maps, related office products	Various Physical Products (i.e. books, Kindle, iPads etc.)
Programming	WeWork labs includes WeWork Labs builds & operates ecosystems of innovation around the world where creative ideas become scalable solutions. Features include mentorship, workshops, community startups, pitch nights.	Breather provides some information about how to plan an offsite work event, such as timetable & budget templates. There is no further held programs.	✗	Wikipedia offer free courses in Wikiversity. The project is devoted to learning resources, learning projects, & research for use in all levels, types, & styles of education from preschool to university.	Barnes & Noble offers multiple events throughout the month ranging from author readings, hosting book groups, educator discount shopping weekends & storytimes.	✗
User Interface						
Search Filters	Dropdown for location search on home page. Search bar labeled "location" in the top navigation.	Dropdown for location search on home page. Browse locations on top navigation which opens up a page for more detailed search which includes time, attendee #, & amenity filters. Search by map-similar to redefin or padmapper.	Many - Each search section has its own set of search "tools" to help you filter your search in an easy & intuitive way.	Many advanced search parameters (i.e. keywords, exact text, not these words, one of these words, page title contains, subpages of this page, pages in these categories, pages with these templates).	Main search bar in top navigation - can filter by different categories through drop down.	Main search bar in top navigation - can filter by different categories through drop down.
Features	Contact Us - fill out a form, chat live, or call; Select language to change language on website; Social media icons.	Map shows location by office; chat function is floating icon on website; social media icons. calendar to show bookings.	The main task of Google's user is using the search engine to explore the internet for information they are seeking. This service offers many features to tailor the user's search to give them the information they are looking for. These features include search filters, advanced search, & search results categorized into different the different types of information (i.e. images, news, shopping). Other search features include visual search, street view in map search, & price comparison of the same item in shopping results.	Wikipedia give users a wide range of options to select different categories, read random articles, & a long list of other features. With that being said, there are so many features that it becomes overwhelming for the user to navigate.	Recommendations based on favorite books. "Quick Help" for customer services, newsletter signup, social media icons, accessibility statement for website, Nooks & eBooks.	Suggested search, recommended items based on past purchases & search history. Item & price comparison available, promoted items & categories throughout home page.
Catalog Searching	✗	Search by Workspace Type in Hamburger Navigation	N/A	You are able to filter by different formats (i.e. images, audio, video, document)	Search by main category (books, Nooks, textbooks, movies etc.) then the option to filter within subcategory (subjects, pricing, age).	Search by main category (Amazon devices, baby, books etc.) then the option to search within subcategory (Alexa, baby cribs, book genres etc.) then ability to filter within the subcategories (price, subject, shipping time etc.).
Clear Labeling	Clear Headers & Body	Clear labeling on home page; hamburger menu labeling seems redundant (conference room vs. classroom?)	Clear & Concise	Clustered	Clear	Clear
Effective Visual Design	Links & Buttons Are Blue; Pleasing Sans Serif Typeface Used	Links & buttons are green. Some inconsistencies in color - home page is white & airy while the hamburger menu is black & white.	Cohesive & user friendly visual design; minimalist feel; pleasing sans serif typeface used.	The main page is very chaotic in the sense that there is a ton of text & menus to click from.	The website utilizes a muted color palette of green & blue, giving a sense of calm. The images are clear & present lifestyle images of people reading as well as promoting books with warm or happy covers. The homepage also utilizes flat icons for sub categories or promoted items.	CTA's Are Clear; Links Are Blue; Items Are Laid Out Cohesively
Readability	Effective Negative Space; Easy to Read	Effective Negative Space; Easy to Read	Effective Negative Space; Easy to Read	Effective Negative Space; Easy to Read	Effective Negative Space; Easy to Read	Effective Negative Space; Easy to Read
Scannability	Home page does not have too many segments which makes it simple.	Clear instructions on home page of how business works. Not clear whether you need to download the app to make a reservation.	Very Scannable & Simplicity Increases Scannability	Scannable; Table of Contents make it easy to find information in article	Scannable with effective use of grid layout but there is a lot of information on the homepage, two carousels also have different CTA's.	Scannable through the homepage, item detail pages are congested with influx of information. Checkout process is easy process with one-click available.
Accessibility	Tabbing available to select a link, foreign language selection available.	Tabbing available to select a link, foreign language selection available - French or English.	Very accessible & universally inclusive to those with disabilities; Offers a wide range of tools to enhance user accessibility. Also, because Google's products are accessible on such a wide variety of devices, it makes them more accessible to a wider audience.	Very accessible with a wide range of different languages to read from making the content almost global.	Accessibility Commitment: Nooks have accessibility features, links are underlined or are differentiated by color & icon.	Links are blue, CTA is clear, users have the option to turn on or off accessibility features.
Information Architecture						
Organizational Clarity	The top navigation helps a potential customer learn more about its business, the mission, locations to sign up for, office spaces available & their rates. The body or content displays images in a pleasant way. The bottom navigation shows contact info, partner affiliates & other companies WeWork owns. It makes sense their revenue generating information is at the top & their "other" is at the bottom.	The top navigation contains browse locations, log in & a hamburger menu with the information about the company, contact, search by room types, & other "selling points" for Breather. The home page is pretty clear but it makes more sense to put "how it works" above their amenities/services.	Google has an easy & intuitive way in which the information within their site is organized. Because it is so intuitive, it is easy to find the products & services you need from Google quickly from the home page. Some services take more clicks than others to get too & some even require you to search for them, however these are the lesser used services or products offered by Google. The main page has a top navigation with access to other products and access to account.	Top navigation is pretty simple when searching for information. The body & content is clustered but it is still easy to understand. Left menu is very overwhelming in the sense there are a ton of tabs to click from.	Top navigation is organized effectively for user, grid layout is clean & it is intuitive for a user to continuously scroll down for more information.	Top navigation is organized, there are multiple categories within Amazon so hamburger icon as an accordion drawer makes sense.
Efficiency of Navigation	Top navigation consists of Location, Workspace, Mission, Enterprise, Lab. The home page has selection for location which is most relevant if you want to sign up. Bottom navigation consists of Company, Partnership, Impact (Philanthropy), & We.co Companies (subordinate companies).	Navigation for booking is pretty clear & straightforward. Finding information about the company requires some navigating through the hamburger menu & the bottom navigation.	Navigation within the site is rather easy to use, however due to its simplicity, it may take a less experienced Google user longer to find what they are looking for because at times it can be so simple.	Very easy to find if you know what you are searching for. Can get confusing if you are trying to go through the main page.	Top navigation, list for search results, utilizing grids, cards & tiles for homepage, carousel for promotions.	Top navigation, list for search results, hamburger menu makes sense for Amazon categories, utilizing grids, cards & tiles for homepage & promotions.
Facilitating User Tasks	Contact us section contains live chat, email form, & phone number for support.	Contact us section contains phone number & email to contact support.	Google makes it very easy to do the main task of searching for information, which is the main task for most of its users.	Contact Wikipedia has a couple different emails plus a phone number.	Customers can look up physical stores by location, track orders, view quick help FAQs.	Customers have a "Let Us Help You" section with FAQs, order information & help on devices.
Providing Help	FAQs on bottom navigation, live chat, contact us. WeWork staff is available at WeWork office locations.	Live Chat Available	Google provides loads of support for all of its products & services, including how-to & tutorial videos, along with user forums for users to post questions they may have & help support to other users to solve their dilemmas.	There is a Help tab that breaks down some FAQs. Plus they have an advance help search bar if you are trying ask something specific.	The homepage bottom section has intuitive sections for contact help, about us, services etc.	The homepage bottom section has a plethora of information users can select. (i.e. get to know us, make money with us, payments, help)
Takeaways						
What are they doing well?	The WeWork website is very clean & easy to navigate. Main business is office space rental & it is easy to see the different options for work spaces. There seem to be a plethora of information related to their philanthropic & partner affiliates where content is contained in the bottom navigation. The CTA buttons are very clear. Foreign language options are great for people who are in other countries & want access.	Breather's website reaches to someone who needs a space for convenience & at a decent price without locking into a long term contract. The website is pretty clear for someone to book a room.	Google's sites offers a lot features & does so in a clean, direct way. The sites' minimalist & intuitive design make each site's goals clear. The site does a great job of getting to the point. The wide variety of products Google offers make them very useful to a wide variety of users. Their wide range of accessibility tools make the site able to be used by a wide range of differently-abled users.	Wikipedia is a great site if you are doing initial research. They make it very simple to search for a topics & have great advanced search parameters when trying to find specific content. It is complete free to use & accessible to anyone. They also offer free course from pre-school to the university level.	Barnes & Noble's website promotes an educated & calm atmosphere for readers. Accessibility commitment strengthens Barnes & Noble for the future. Offers a lot of information on their homepage with intuitive CTA's, effective negative space & clear categorized cards.	Amazon is a top competitor in many spaces, they have a wide range of products to offer for consumers. Their mobile application is intuitive & visibility is clear (i.e. shipping time, price, item compare etc.).
Where can they improve?	WeWork can add accessibility options such as larger font size. WeWork can also incorporate reviews or a comments sections for since each city has multiple locations. This could incorporate more of a community feel so users can interact with one another.	Finding information about the company or more resources is more trial & error instead of a well thought out organized layout. The hamburger menu is not thoughtfully organized. There is a section called "content" which consists of blog, offsite planning, office space for rent & help center. This pieces of this category do not really make sense. There does not look like a difference between conference room & class room.	At points, Google's minimalist design, new users or less experienced users are prone to getting lost when trying to find a product they want to use. Additionally, it is sometimes hard to find some of the products they offer.	With all the information that Wikipedia has to offer, their content is very cluttered & unbearable to look at sometimes. They have way to many features that seem unnecessary. Also, since the content is an editable to everyone, the information may not be accurate.	Amazon is a top competitor in many spaces, they have a wide range of products to offer for consumers. Their mobile application is intuitive & visibility is clear (i.e. shipping time, price, item compare etc.).	A weakness with Amazon is not having the ability to easily contact Amazon help or third-party sellers.