



Competitive Analysis:  
Download App Page



# Table of Contents

1. GasBuddy's Current Download App Page
2. The Why - Updates to the Download App Ad Unit
3. Competitor Download App Pages
4. What could we improve?
5. Concept (InVision)

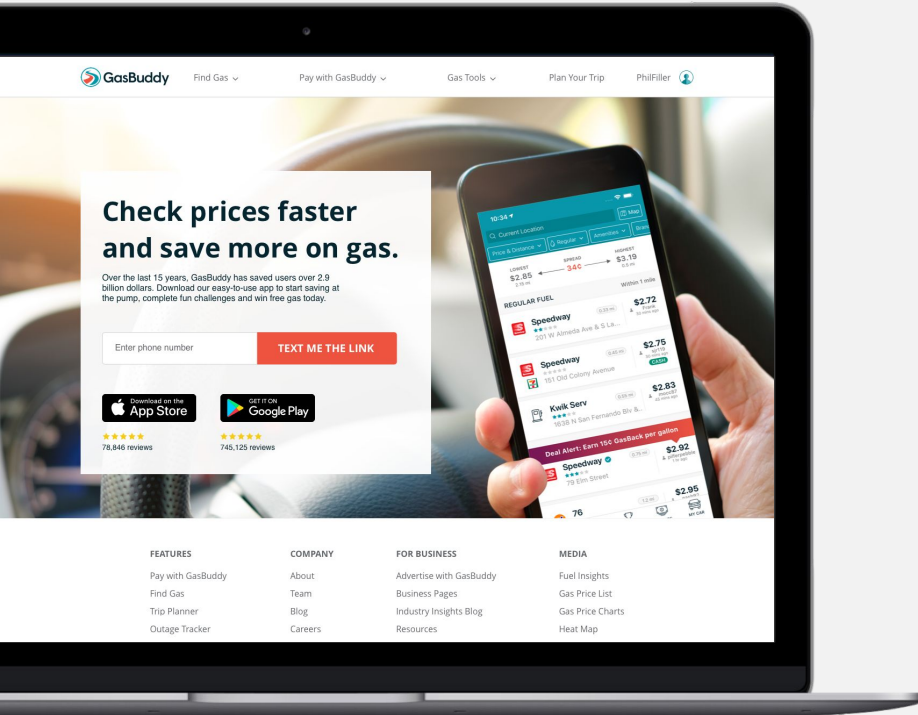


1.

**GasBuddy's Current  
Download App Page**

# Current State

- The content block completely covers the background image on mobile devices
  - Download buttons below the fold on mobile devices
  - “Text Me The Link” covered by ad on mobile devices
  - **Not a “mobile first” design**
- We primarily use white iPhone X device casings and iOS screens, but this should change based on OS (Android !== iPhone)
- Old UI with new elements = no no

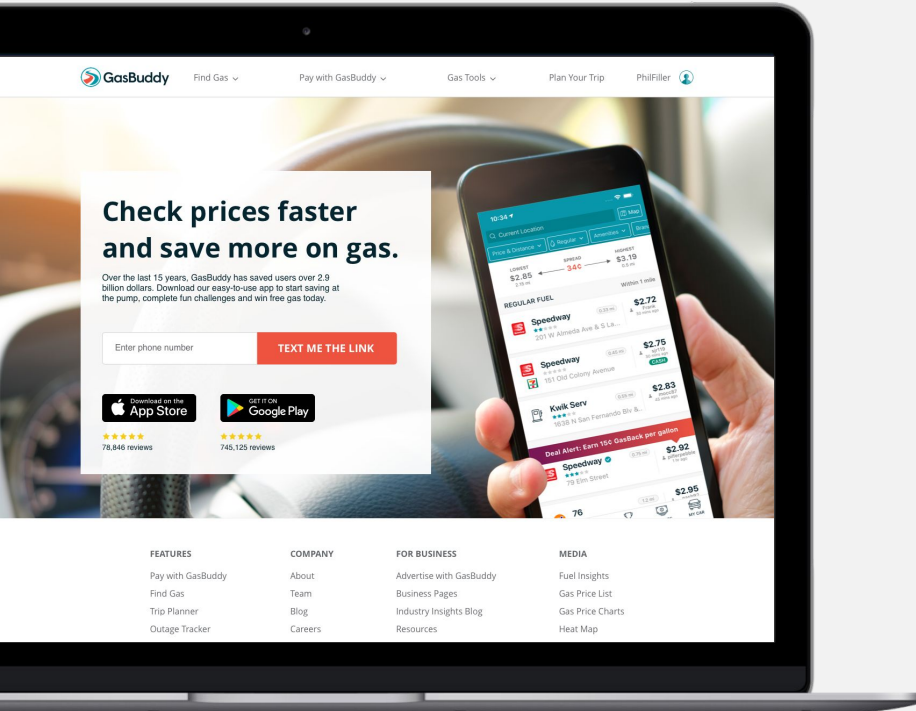




## View in browser

- We've made a lot of changes to the app since the last design (~Feb 05, 2019).
- We've updated the download app programmatic ad unit and are currently testing for a winning variant.

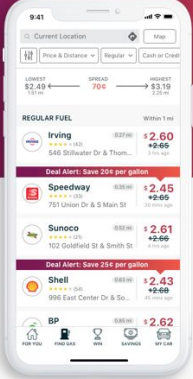
There is a disconnect in the look & feel of these [new ads](#) and the target page.





2.

**Download App  
Programmatic Ad  
Updates (testing)**

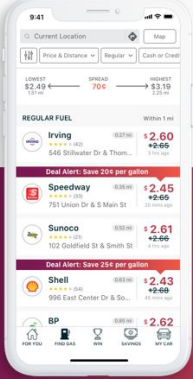


**GasBuddy | Fuel Better.**

The #1 app to find gas.  
★★★★★  
1,000,000+ ratings.

**27 Ways to Save.  
One FREE app.**

[DOWNLOAD NOW](#)



**GasBuddy | Fuel Better.**

The #1 app to find gas.  
★★★★★  
1,000,000+ ratings.

**27 Ways to Save.  
One FREE app.**

[DOWNLOAD NOW](#)




**GasBuddy | Fuel Better.**

The #1 app to find gas.  
★★★★★  
1,000,000+ ratings.

**27 Ways to Save.  
One FREE app.**

[DOWNLOAD NOW](#)



**GasBuddy | Fuel Better.**

The #1 app to find gas.  
★★★★★  
1,000,000+ ratings.

**27 Ways to Save.  
One FREE app.**

[DOWNLOAD NOW](#)



**GasBuddy | Fuel Better.**

The #1 app to find gas.  
★★★★★  
1,000,000+ ratings.

**27 Ways to Save.  
One FREE app.**

[DOWNLOAD NOW](#)



**GasBuddy | Fuel Better.**

The #1 app to find gas.  
★★★★★  
1,000,000+ ratings.

**27 Ways to Save.  
One FREE app.**

[DOWNLOAD NOW](#)

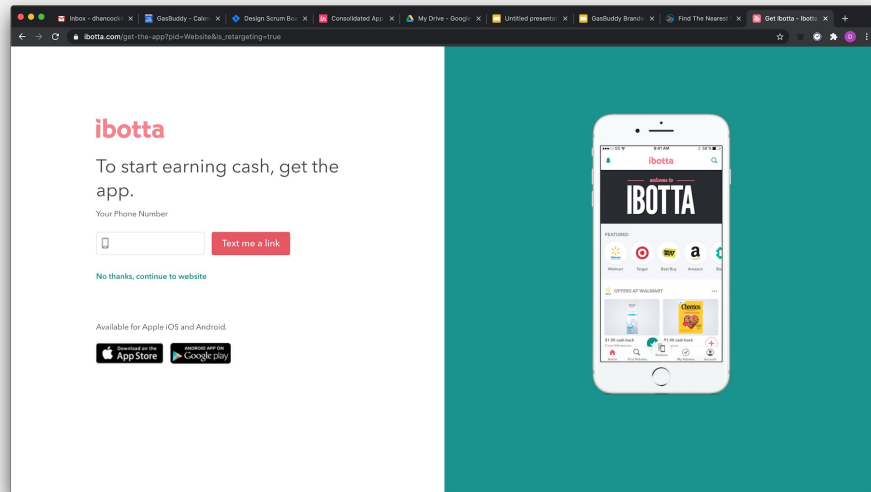


3.

## **“Competitor” Download App Pages**

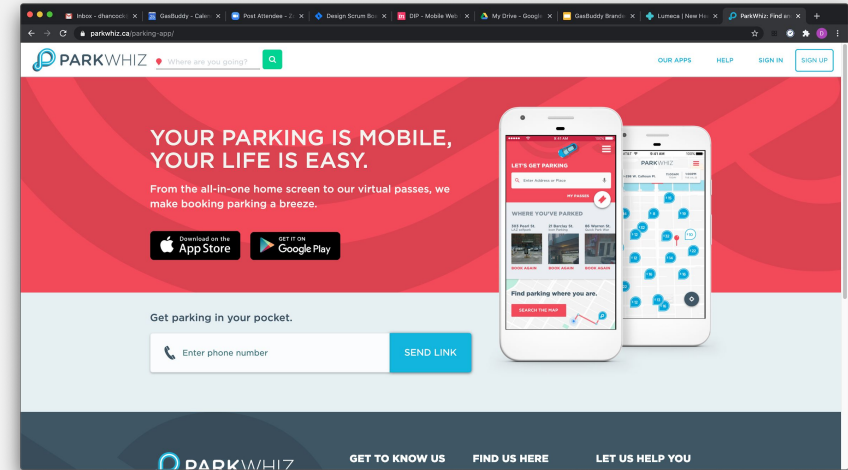
# ibotta

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- Clean, two tone design, one pager above the fold (essentially a direct comparison to GB current)
- SMS Link
- **No navigation bar to distract users away from performing the action of downloading the app ([1:1 attention ratio](#))**
- Not mobile friendly, surprisingly



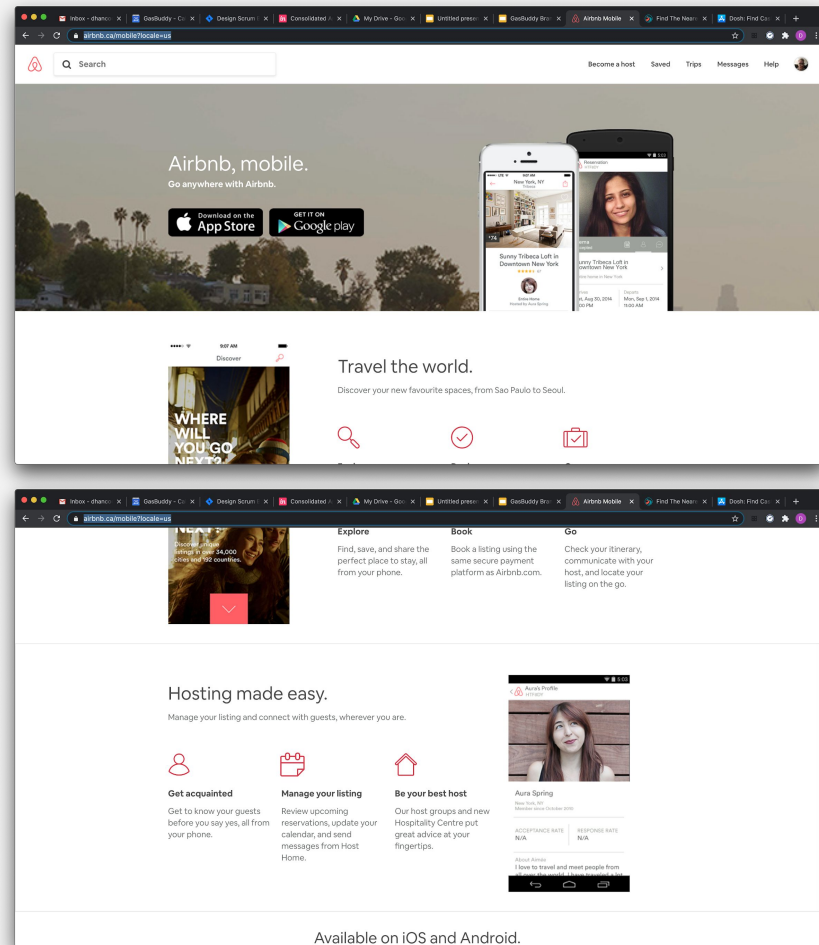
# ParkWhiz

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- Clean, one pager above the fold
- SMS Link
- This is more of a direct comparison to GB current



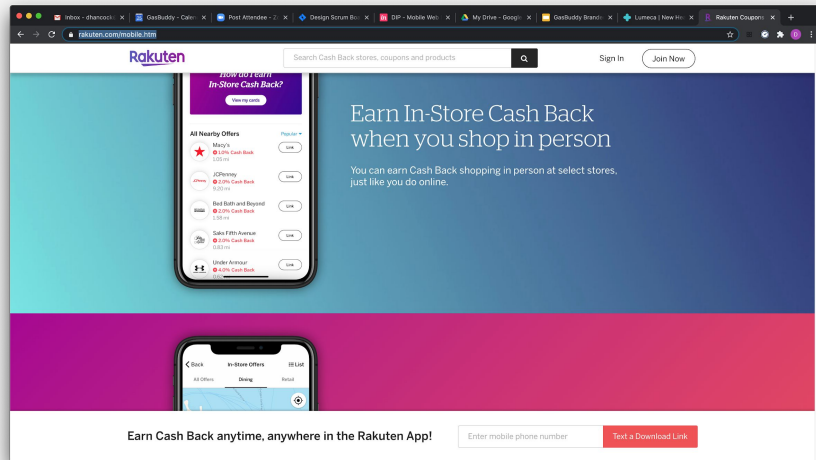
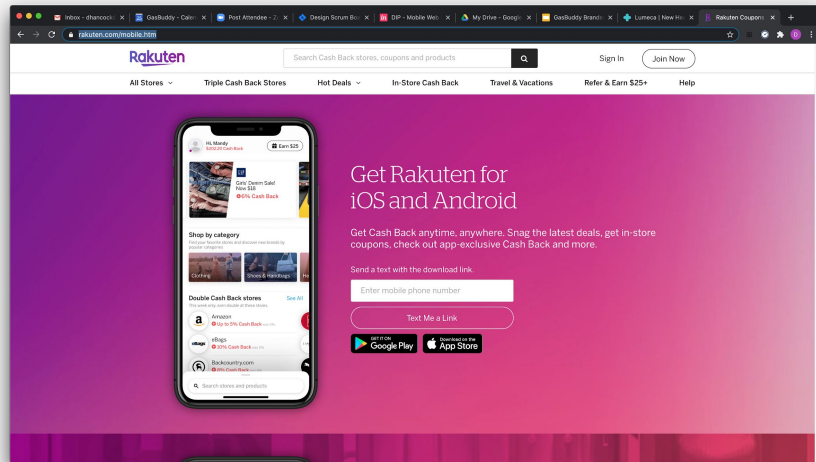
# Airbnb

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- Value props for the app user segments (hosts vs renters)
- No SMS Link
- Easily converts to a “mobile friendly” page
- **Mobile friendly page detects the device's platform automatically and only provide an App Store or Play Store button**



# Rakuten.com

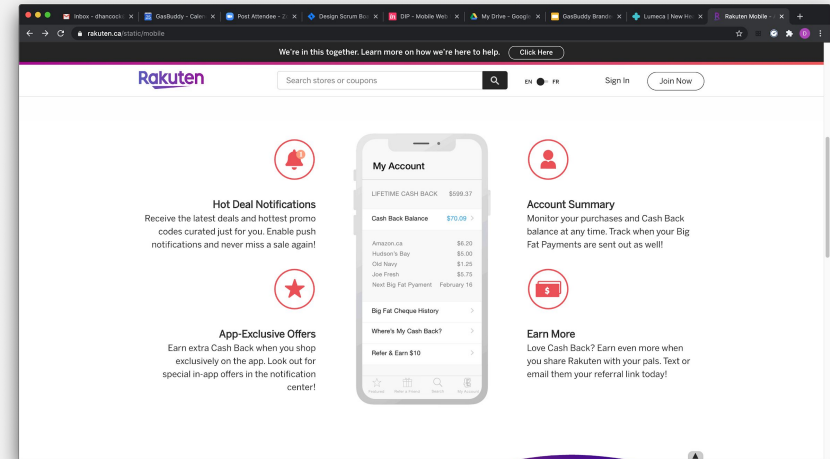
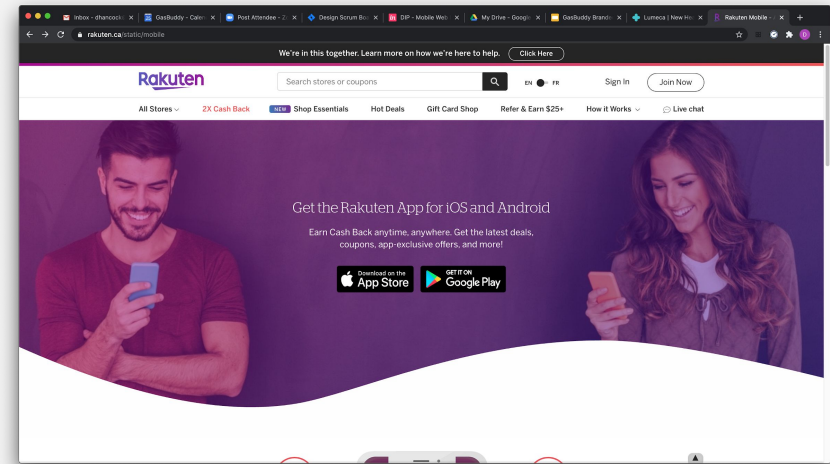
- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- SMS Link, pins to bottom of screen on-scroll
- Content blocks for value propping app features
- **No mobile web version, automatically redirects to platform marketplace**
- Encouraged to scroll with content block





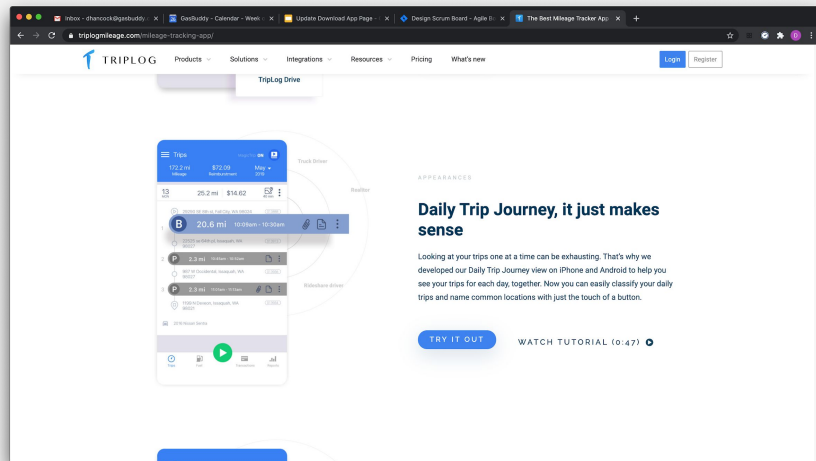
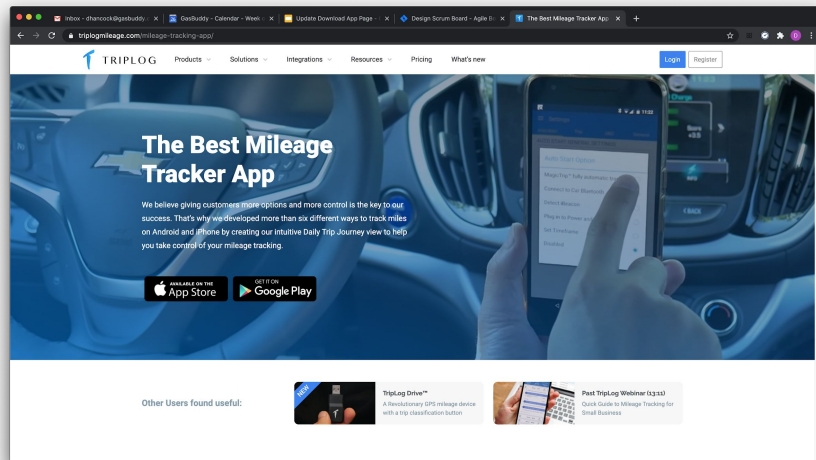
# Rakuten.ca

- [View In Browser](#)
- A landing page dedicated to downloading the app
- No SMS Link
- **Product screens rotating in device casing**
- No mobile web version, automatically redirects to platform marketplace
- Encouraged to scroll with “phone hint”
- Mobile friendly version that is platform specific



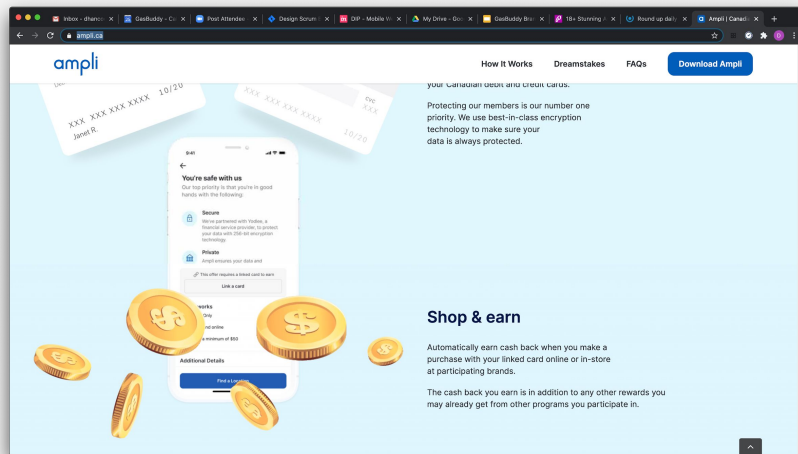
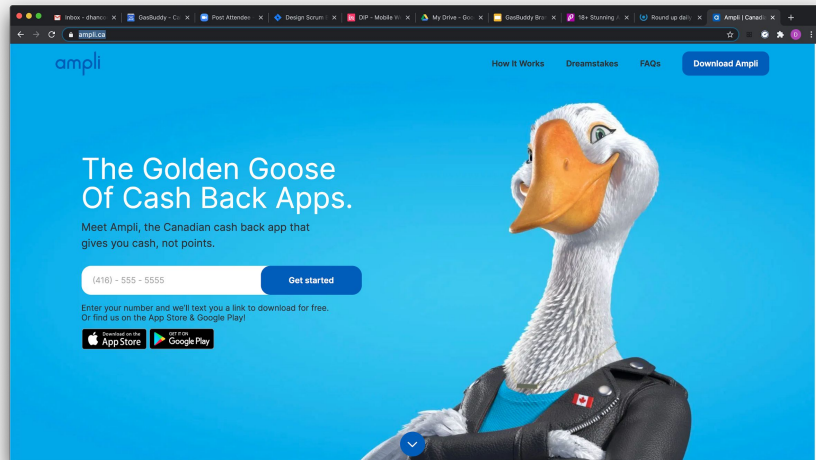
# TripLog Mileage Tracker

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- No SMS Links
- Video masthead - Interesting
- **“Timeline” content blocks for scrolling**
- Content blocks for value props have tutorial videos (“see it in action”)
- Mobile friendly version (sans constant pop up), non platform specific



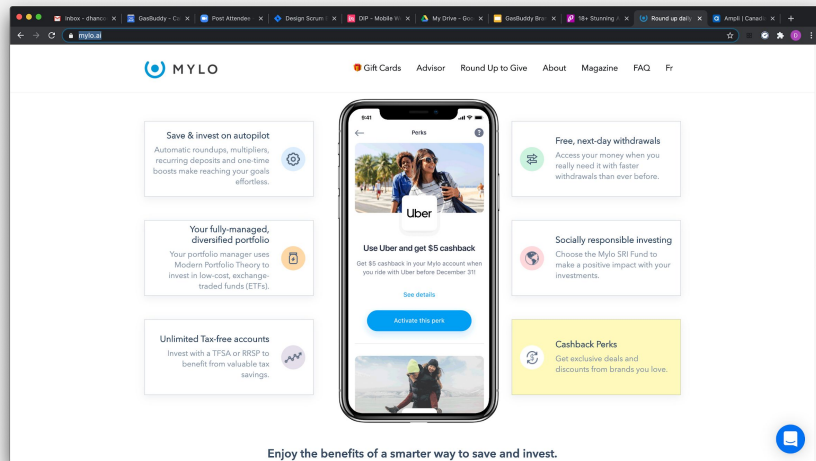
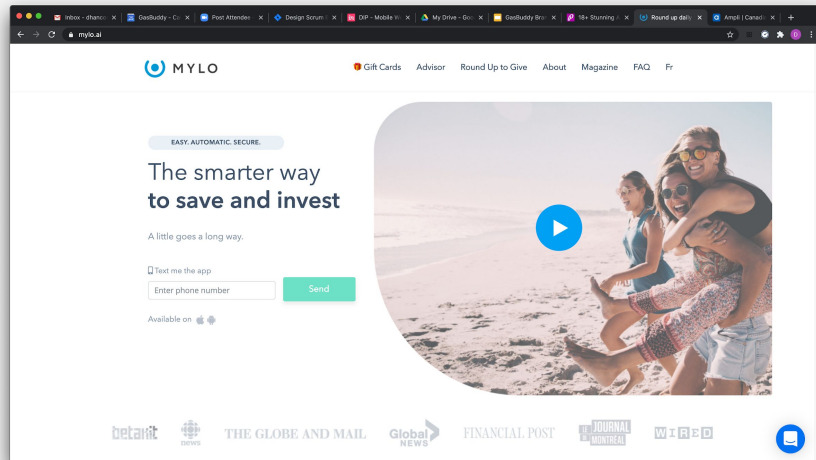
# Ampli

- [View In Browser](#)
- A website entirely dedicated to downloading the app
- SMS Link
- Value props for the app functionalities
- **Encouraged to scroll** (down arrow hint, phone transitions to different screens during content block on-scroll)
- Easily converts to a “mobile friendly” page
- Platform specific mobile friendly page



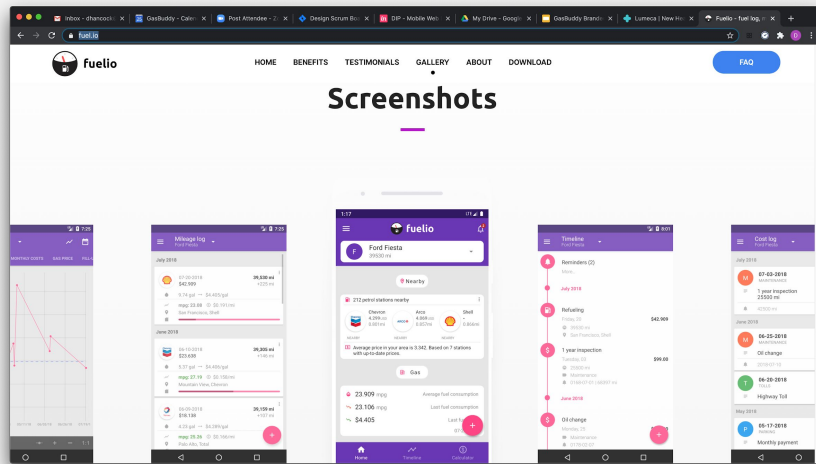
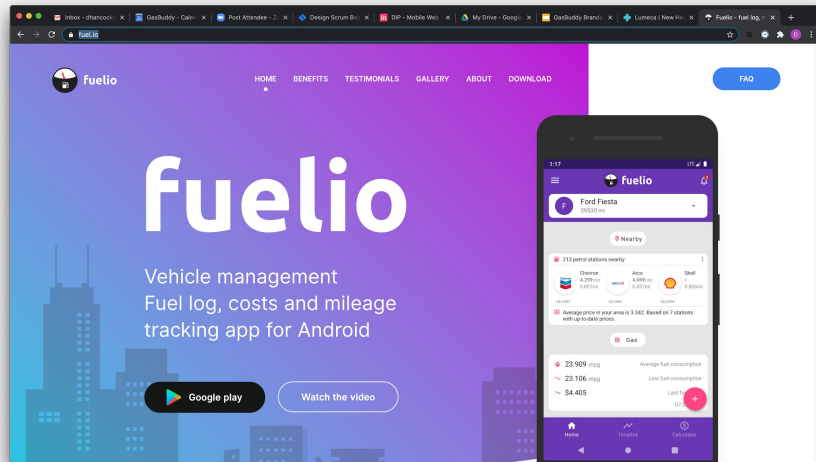
# Mylo

- [View In Browser](#)
- A website entirely dedicated to downloading the app
- **Multiple SMS Links, no store buttons**
- **Interactive value props for app features**
- Easily converts to a “mobile friendly” page, but without the SMS links
- Platform specific mobile friendly page (CTA’s link to the platform marketplace)



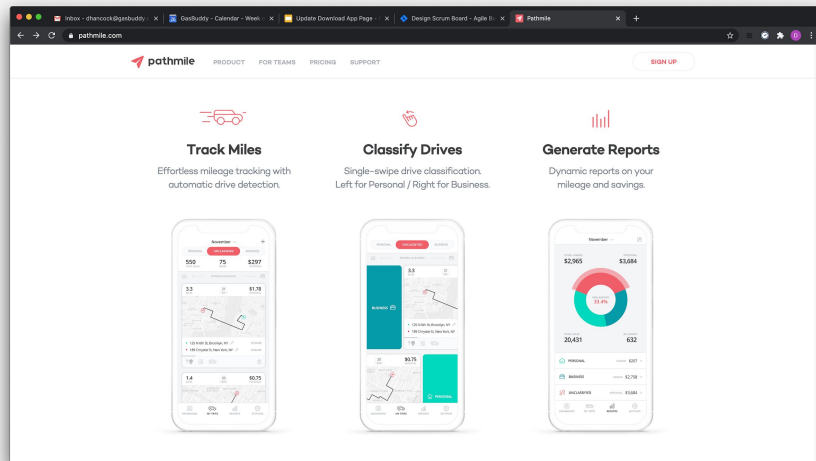
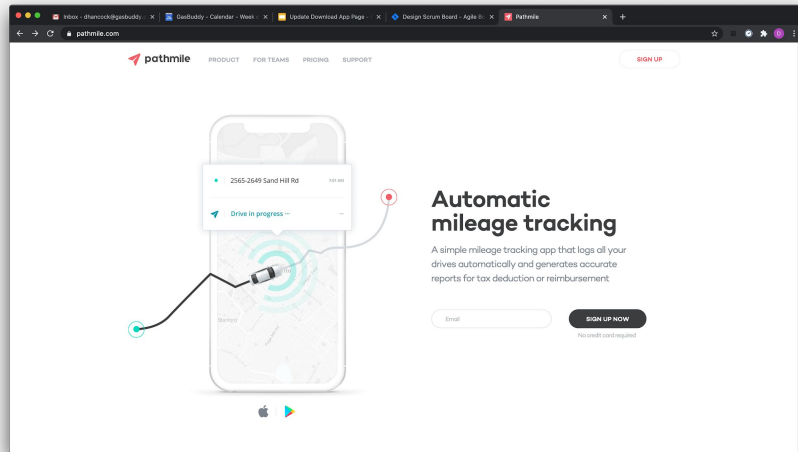
# Fuelio

- [View In Browser](#)
- A website entirely dedicated to downloading the app
- No SMS Links
- LARGE content blocks
- Navigation is tied to the content blocks
- Interactive screenshot gallery
- Mobile friendly/mobile first design
- Android only



# Pathmile

- [View In Browser](#)
- A website entirely dedicated to downloading the app
- No SMS Links
- 1:1 attention ratio content blocks
- Mobile friendly/mobile first design





4.

**Improvements to our  
download app page**

# What could we improve?

- 1:1 attention ratios - no distracting users away from the download app page
- Large, clear, concise content blocks that house value props - keeping mobile first in mind
- Content blocks that encourage scrolling (especially for desktop) - load it up with SEO
- An assortment of product screens that champion the utility of the app, and our 27 Ways to Save
  - Could swing either way on interactive or not interactive
    - Interactive is great for desktop but does not carry over to mobile well (mobile first)
- Platform specific content (Play Store and App Store cross links for desktop, App Store cross link and Apple device for for iOS browser, Play Store cross link and Android device for Android)
- Keep the text link pinned for Desktop only - Users are currently sent a marketplace link the opens based on the device platform, but these are the same links as the marketplace download buttons
  - Reduce cognitive load/extra steps for mobile browser users



# Considerations

- This is currently a non localized page
- If we wish to prop more Pay and GasBack things here, we need more than one localization
- This is a page for an app, make it mobile first
- Remove ads from the download app page.
  - Notice all the competitors have no ads on their download app pages/sites



5.

Concept(s)

[Try it with InVision](#)

# Update Download App Page

