





Company	Spectrum LGBTQ+ <div>  </div>	Gayborhood <div>  </div>	The Pride App <div>  </div>	Pride Places <div>  </div>
Link:	<a href="https://www.spectrumapp.lgbt/">https://www.spectrumapp.lgbt/</a>	<a href="https://www.gayborhood.com/">https://www.gayborhood.com/</a>	<a href="https://www.thepride.app/download">https://www.thepride.app/download</a>	<a href="https://prideplaces.com/">https://prideplaces.com/</a>
Release Date:	2/10/2020	5/19/2010	4/5/2021	
Last Update:	6/5/2022	12/4/2019	10/7/2022	
Top Countries:	Australia, Saudi Arabia Latvia	US, Canada, UK, Germany	Ghana , Denmark, Norway	
Downloads Last Month:	< 5k	< 5k	< 5k	
Revenue Last Month:	< 5k	< 5k	NA	
Age Demographic:	NA	25-34	NA	
Associated Product:	Pride Gin	GCYP, Atlanta's Gay Community Yellow Pages		
Social Media Channels:	Instagram- 1,019 Facebook- 414 Twitter- 568 LinkedIn - 27	Instagram- 3,394 Facebook- 97,622 Twitter- 2,002 LinkedIn- 68	Facebook- 22 Instagram- 1496 Twitter-24 LinkedIn- 72	Instagram-1,136 Facebook- 127 Twitter- 8 LinkedIn- 1,506
Missing Channels:	Youtube,Tiktok	Youtube, Tiktok	Youtube, Tiktok,	Youtube , T
IOS App Ratings:	4.8 Stars (17 Ratings)	3.6 (30 Ratings)	5 Stars (7 Ratings)	
IOS App Downloads	NA	NA		
Google Play Rating	3.8 Stars (17 Reviews)	2.8 Stars (288 Reviews)	3.6 Stars (21 Reviews)	
Google Play Downloads	1k +	50k +	1k+	
Features:	<ul style="list-style-type: none"> <li>• Search Feature</li> <li>• “How To” Intro screens for first time using the app or a new feature has been added</li> <li>• User account creation and management</li> <li>• Push Notifications</li> <li>• Social media integration</li> <li>• Location Services</li> <li>• Data Storage and Backup</li> <li>• Google Map Integration for directions.</li> </ul>	<ul style="list-style-type: none"> <li>• Search Feature</li> <li>• User account creation and management</li> <li>• Push Notifications</li> <li>• Social media integration</li> <li>• Location Services</li> <li>• Gamification elements (e.g. points, rewards)</li> <li>• User Generated Content</li> <li>• Image Upload</li> </ul>		
Weaknesses:	<ul style="list-style-type: none"> <li>• Limited Content has been added to the Directory in major cities like SF, NY etc.</li> <li>• Spectrum map glitches when searching for Cafes</li> <li>• No Image Upload</li> <li>• Only can suggest can not add your own locations</li> <li>• Limited User Profile</li> <li>• No help or Customer Support</li> <li>• Quick Contacts does not update by your location</li> </ul>	<ul style="list-style-type: none"> <li>• Super Buggy</li> <li>• Crashed Multiple Times during Login Process</li> <li>• No User Profile</li> <li>• Unable to Add places , can only suggest</li> <li>• No help or Customer Support</li> <li>• Multiple bad reviews from users as well as Customers who paid to be listed etc.</li> <li>• Gamification seems to be missing from the current version.</li> </ul>		
Strengths:	<ul style="list-style-type: none"> <li>• Routine Updates to App</li> <li>• “Search Here” Button option is great for targeting the area you are on , on a map</li> <li>• Branding</li> <li>• Ui Design, easy to use</li> <li>• Color coded Icons great way to organize the directory</li> </ul>	<ul style="list-style-type: none"> <li>• High Facebook Following and updates its FB page regulary.</li> <li>• Simplistic Design</li> <li>• Easy to use (when working)</li> </ul>		