

Competitive Analysis

Feature Inventory

Niche and Cappex offer many features that Tilt does not currently provide. This does not mean Tilt should provide those features; user research will tell us more about what students want and need in the website.

	NICHE	cappex	tilt
Deadline reminders	✓	✓	
Personal dashboard		✓	✓
Map view	✓		✓
Rank your Saved Colleges List		✓	
Compare selected schools	✓	✓	
Scattergram with admissions data and chances of getting in	✓	✓	
Overall rating (grade or stars)	✓	✓	
Student reviews	✓	✓	
Connection to school's social media	✓	✓	
Cappex Fit Meter		✓	
"Colleges Interested in You" List		✓	

Number of Filter Categories:

