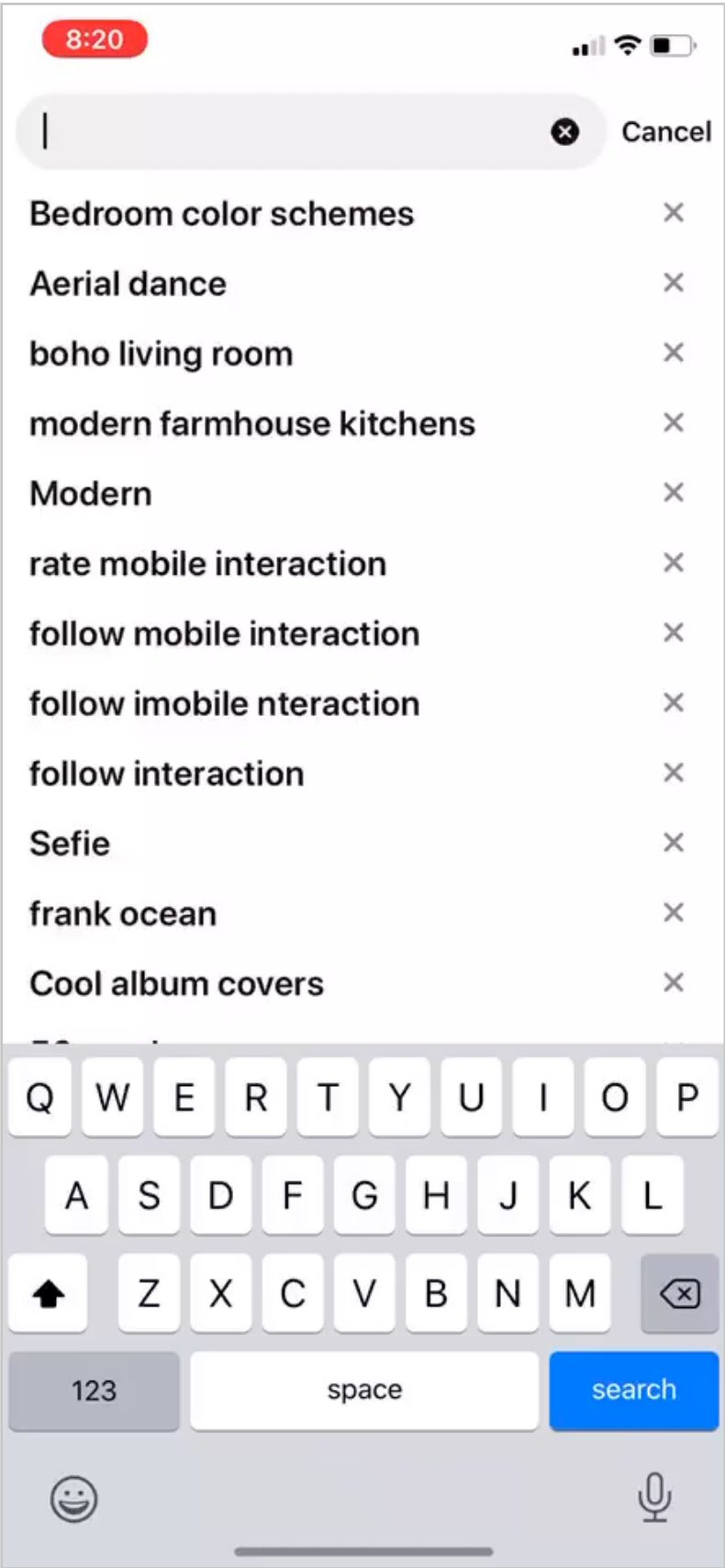
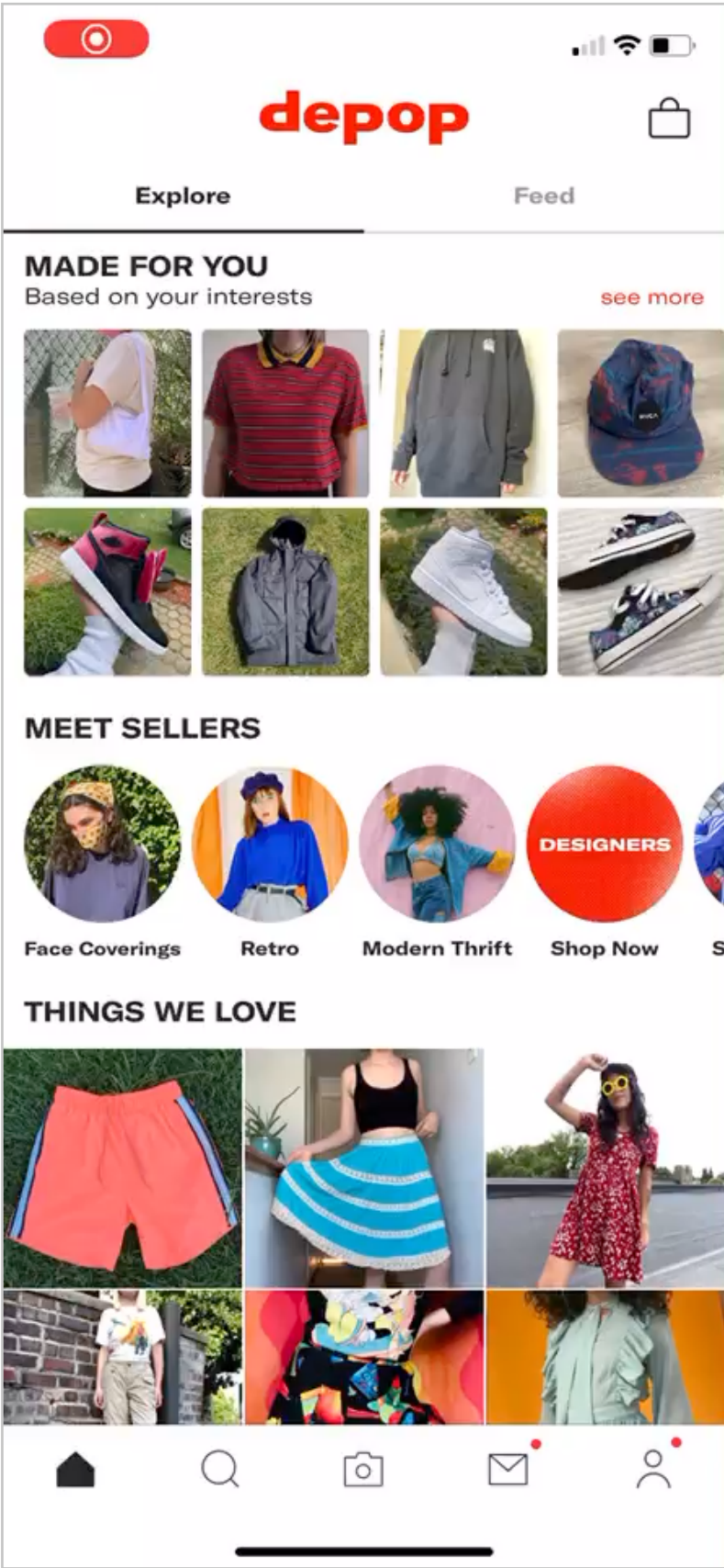


Competitive analysis



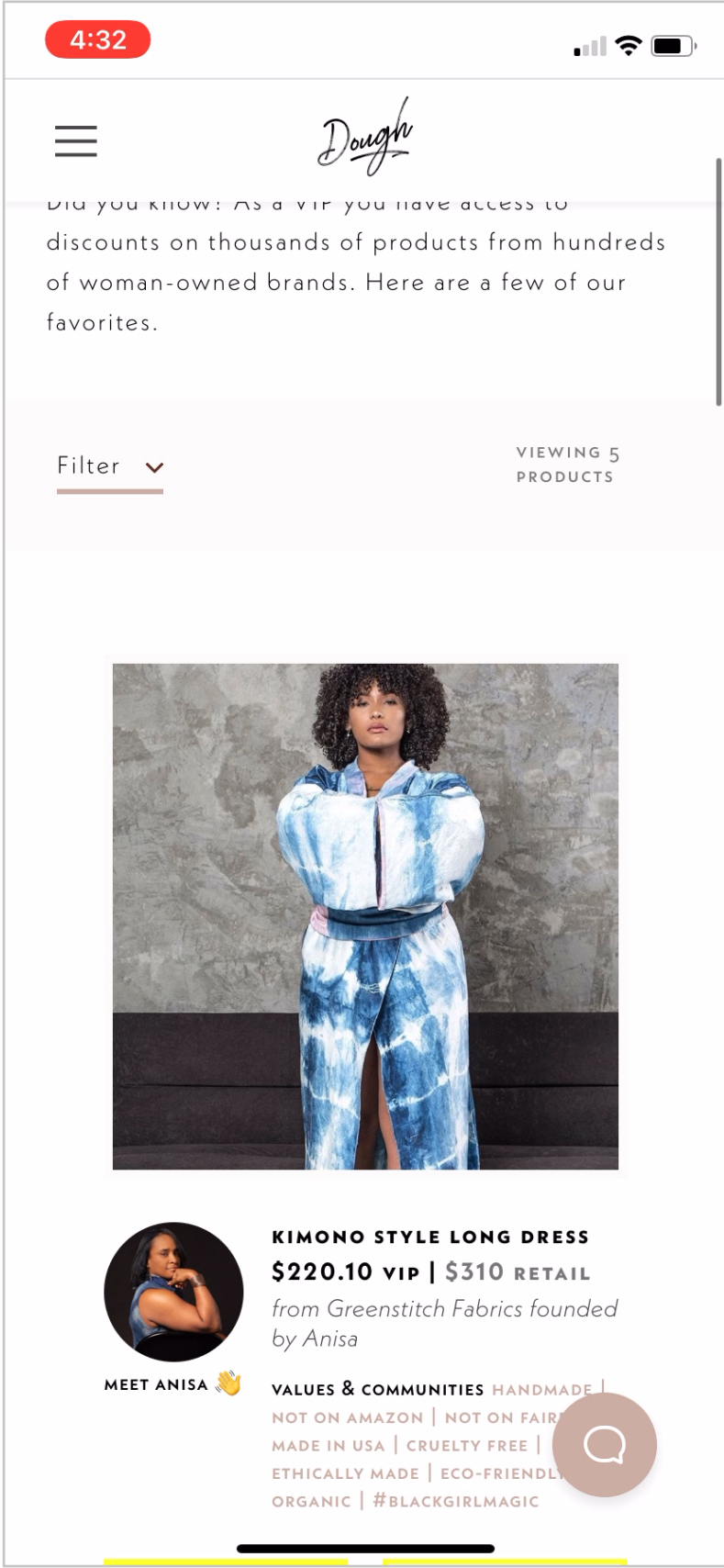
1. Pinterest

Pinterest's approach allows customers to drill down to discovery when an image is selected by showing its closely related pins. This is prioritized over filters.



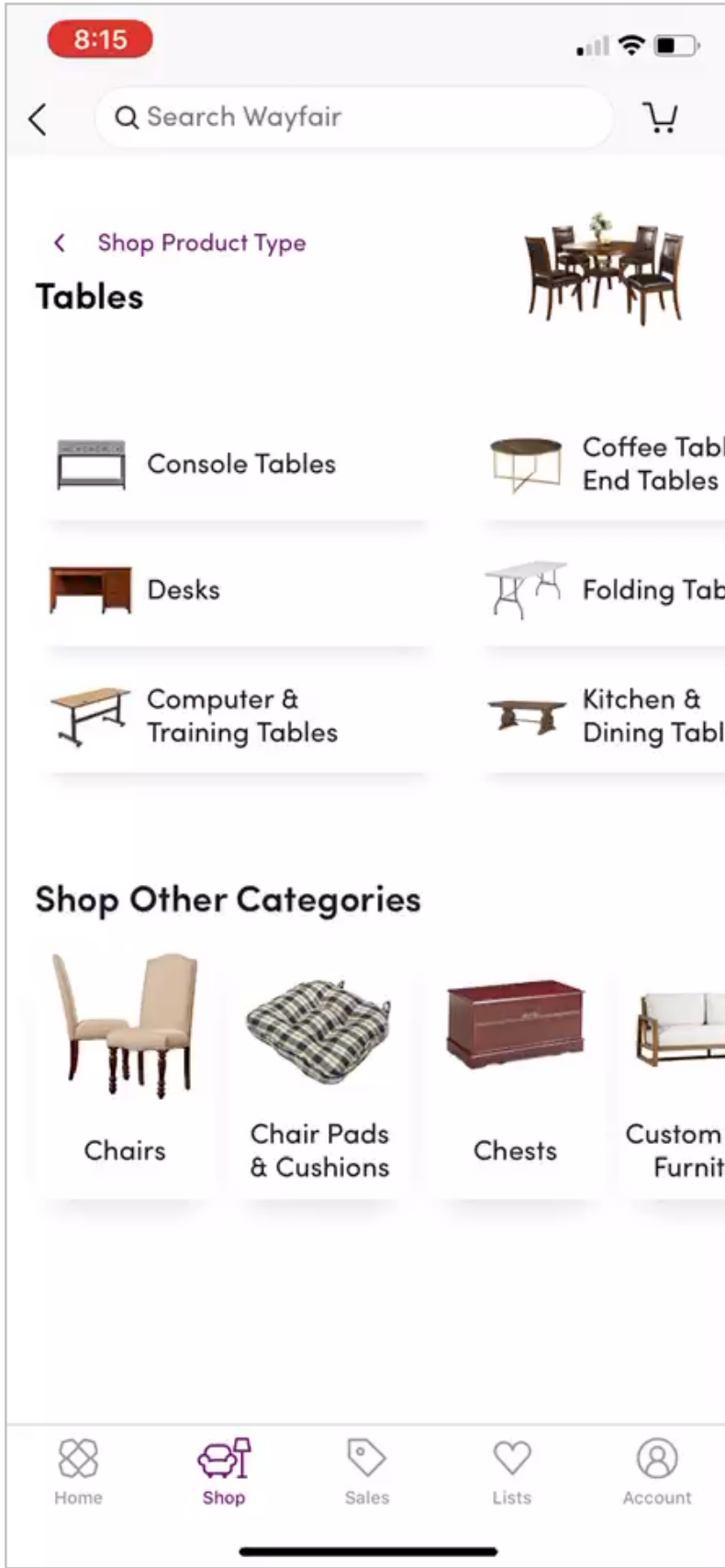
2. Depop

Depop is highly visual when it comes to displaying its categories to the grid result. It also balances search and filtering very well with the idea of exploration, making sure they are not the prime focus of the app, but are available at all times.



3. Dough

Dough brings about diversity with its creative filters values such as "impact" and "community."



4. Wayfair

Wayfair's search and filter helps customers navigate through the app and feel in control of what they want. It allows multiple filters, keeps customers informed, and also allow ways to reset, deselect, and go back easily and quickly.