Competitive audit

Goal: Compare the purchasing experience of each competitor's app as a new user and a returning user.

| | General information | | | | | | | | First impressions | | UX (rated: needs work, okay, good, or outstanding) | | | | Visual design | Content | |
| | | | | | | | | | | | Interaction | | | | | | |
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$) (URL)	Website	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Celebration Cinema	Direct	Mid West	Movie tickets, concessions	$$$	https://celebrationcinema.com	Medium	Middle class/family who live in suburbs and downtowns	Post Event/Group Events, offers VIP deals	**Outstanding** +Website is well-designed, and easy to use + Elegant and mordern design with strong branding	**Okay** + Appmobile website has the same consistancy with desktop version - Good intention of timed seats reservation feature, but lack of error fixing feature following in the feature - Seats resered for 5 minues in the ordering process, but hard to make changes once conform the seats	**Good** - Do not remember payment info - Lack of filter movie type feature + Offers different loyalty rewards program + Offers various events	**Needs work** - No audio option - Only offers in English	**Good** - Do not remember payment information, break the user flow + Straightforward user flow + Strong branding, memorable - Payment process without/with an account is repetitive and frustrating	**Outstanding** + Easy and stylshed navigation + Clear indication of clickable elements + Strong and bold feature display	**Outstanding** +Strong brand identity including colors, logos, fonts, and style + Visual design communicates company ethos	Friendly, engaging, and informative	**Good** + All key info is present, has trailer browsing feature as well - Do not have multi language feature, not accessible for people who do not speak English
AMC	Direct	IL, MI, IN	Movie tickets, concessions	$$	https://www.amctheatres.com/movies	Large	Middle class/family who live in suburbs and downtowns	Post Special Event, offers deals	**Outstanding** + Excellent desktop website experience, easy navigation + Modern design with a strong branding with its color pattern	**Good** + Engaging people with purchasing + Consistent with the desktop website + Easy navigation + Clear and bold button for getting tickets - Articles occupied too much space	**Good** + Offers coupon to watch on theater popular movies + Save payment information for the future + Offers trailer preview - Can not pick seats	**Needs work** - No audio option - Only offers in English	**Outstanding** + Remember payment info, easy to purchase + Strong branding, friendly and brings people back	**Outstanding** + Easy and clickable navigation + Clear indication of clickable elements + Strong and bold feature display	**Outstanding** + Consistent elements throughout the website + Strong brand identity, friendly deals that engaging audience to purchase	Friendly, engaging, and informative	**Good** + All key info is present, has trailer browsing feature as well - Do not have multi language feature, not accessible for people who do not speak English - Do not include actor/actress
IMDb	Indirect	/	Movie/Show subscription	$$	https://www.imdb.com/trailers/	Large	Middle class who enjoying watching movies and shows at home	Watchlist, various different filters for pick movies	**Outstanding** + Well-designed website, easy to use and navigate + Strong branding, clean design	**Good** - Offers various different topics to pick movies - Display sponsored ads	**Outstanding** + Offers various features to pick movies + Direct movies in other popular subscription based platform + Being able to sign in and make up watch list + Personalize movie picks + Excellent help center which answers various questions	**Needs work** - No audio option - Only offers in English	**Good** + Strong branding, straightforward user flow - Too much things to read and watch	**Outstanding** + Clear navigation, easy to go to different pages + Clear indication of clickable elements + Being able to navigate to different social medias	**Good** + Visual design communicates company ethos - Overwhelming on mobile website + Strong brand identity	Formal, robotic like	**Needs work** + Includes the movie type - Do not include description of the movie
Traileraddict	Indirect	/	Movie/Show info and trailer browsing	/	https://www.traileraddict.com/	Small	Movie lovers at the age of independent	Filtering movies by actor/actress, making comments and offering likes after sign in	**Okay** - Each section is occupying too much space, frustrating to view and read - Overwhelming ads + Easy navigation	**Okay** + Same consistency with the desktop version - Overwhelming ads	**Outstanding** + Offers comments section under trailers + Filtering movies by various different elements + Being able to watch past show time trailers + Users after log in can make up like list	**Needs work** - No audio option - Only offers in English	**Needs work** + Clear navigation which leads a good user flow - Too much ads, frustrating to use	**Good** + Easy navigation + Clear indication of clickable elements - Do not include familiar icons	**Needs work** - Not much visual design elements - Not memorable	Fun, engaging, and informative	**Okay** + Including key info - Description of the movies are too personal