### 1. Competitive audit goal(s)

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| To compare the user experience of each competitors website. |

### 2. Who are your key competitors? (Description)

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| Fadango is a direct competitor that curates movie lists by type, shows current movies in theaters, and has a rewards program. Atoms tickets is a direct competitor that offers tickets in advance, pre-order concessions, and to skip the line. As an indirect competitor, Cinemark offers movie tickets,  rewards programs, different viewing options for movies, discounts, and private events. |

**3. What are the type and quality of competitors’ products?** (Description)

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| The type and quality of the products are movie tickets, movies that are: currently playing, upcoming, and featured films, food/drinks/snacks, and convenience for the customer. |

**4. How do competitors position themselves in the market?** (Description)

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| All of the competitors target millennial and families. Fandango especially targets families with their movie news section. Cinemark is more so towards those that want to choose from different viewing options and a more upscale movie experience. However they do have student discounts so that it is affordable. Atoms is more of a general ticketing service. |

**5. How do competitors talk about themselves?** (Description)

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| **Cinemark offers users options that will let you take your movie experience as far as you would like to take it. From a vast variety of food and drinks to private events. They also have a great design on the mobile and desktop that makes it simple for any user to use.**  **Atom Tickets lets you get what you need and get right to your movie experience. You can get your tickets and see what shows are coming up next.**  **Fandango gives reviews and news on the movies that are currently out and lets you make an informed decision on what you would like to watch.** |

**6. Competitors’ strengths** (List)

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| Fandango   * Responsive website * Shows plenty of information on the movies |
| Cinemax   * Gives a variety of viewing experiences for everyone to enjoy * Rewards Program * Order food and drinks in advance before you get to the movies |
| Atom Ticket   * Gives you the direct information you need * Layout of website is user friendly |

**7. Competitors’ weaknesses** (List)

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| Fandango   * Layout of website isn’t quite user friendly * Information is repeated too much on the website |
| Cinemax   * Color scheme is dull * Homepage could have some more animations |
| Atom Tickets   * Doesn’t offer many features * Too many advertisements |

**8. Gaps** (List)

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| * Convenience for the user * Good experiences for the user (multiple ways to watch the movie) * QR code to skip line at theatre booth |

**9. Opportunities** (List)

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| * Include a QR code to skip the line at the movie theater * Have the ability to order vast variety of food and drinks at the movie theater * Be able to get everything you need in advance * Have a movie news section where you can find all about the movies |