

## 1. Competitive audit goal(s)

Compare the user experience of each competitor's website

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

My key competitors are Flying Colors, an organic bird-feed brand that is more expensive. Harrison's food a big company that has a lot of locations and Top's Parrot a medium company. All three are direct competitors

## 3. What are the type and quality of competitors' products? (Description)

Flying Colours is a really nice site, but it has a lot of components and you have to wait for everything to load. It is also not easy to use and navigate.

Top's Parrot allows you to create a user profile and has features to help you choose the right food for your parrot.

Harrison's is a large company and has a large community, the site is not really friendly to use and navigate but has great features.

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

Flying Colors is a small company with three owners, they offer "really organic food" for not worrying about your pets.

Harrison's provide specialized food with great formulations and you can choose the right conversion for your bird, and according to the type of birds it provides a list of food

Top's parrot have a great interactive community and you can see your pet in the website

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



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The three describe themselves as an organic brand that provides the right food for birds.

### 6. Competitors' strengths (List)

Flying Colors: great brand identity  
Harrison's: Great filters to each bird  
Top's Parrot: Great community

### 7. Competitors' weaknesses (List)

Flying Colors: Not easy to use site  
Harrison's: Just one language  
Top's Parrot: Just one language

### 8. Gaps (List)

Competitor products provide a limited amount of accessibility features

### 9. Opportunities (List)

Integrate our app with voice assistive technology  
Include a variety of languages



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