

Competitive audit

Compare the user experience of each competitor's website

	General information								UX (select needs work, very good, or outstanding)						
	Competitor type (me or indirect)	Location(s)	Product offering	Price (\$ / BBL)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions		Interaction		Visual design		Tone
Competitor #1 name	Flying Colors	New York	Organic wild bird food	\$	https://flyingcolors.com/	Small	Millennials	Sourcing the best seeds and nuts from trusted (and often local) producers. - Take time to list every product	RATING - Excellent - Desktop	RATING - Excellent - Responsive	RATING - Great information resources - Clear and useful order and payment processes	RATING - User flow - Navigation - Easy and useful order and payment processes	RATING - Brand identity - Consistent identity	RATING - Friendly and elegant - Too descriptive	RATING - Descriptive
Competitor #2 name	Harrison's Bird Foods	Brentwood, TN	ORGANIC WILD BIRD FOODS	\$	https://www.harrisonbirdfoods.com/HIGH-QUALITY-POTENCY-SUPER-FOODS-for-birds.html	Large	24-60	Proper Nutrition for all bird's dietlines use - Research - Research - Research	RATING - Responsive sometimes - Do not get the full experience	RATING - Responsive sometimes - Do not get the full experience	RATING - Complete website - Navigation - Not easy to use	RATING - User flow - Navigation - Not easy to use	RATING - Brand identity - Simple and lack of identity	RATING - Formal	RATING - Too direct
Competitor #3 name	TOP'S PARROT FOOD		parrot food pellets, seed mixes and treats	\$	https://topparrotfood.com/contact-us-in-one-seed-size	Medium	24-60	manufacturer of parrot food pellets, seed mixes and treats for birds of all sizes. - Research - Research	RATING - Excellent - Desktop	RATING - Excellent - Responsive	RATING - Ability to create user profile - Navigation - Not memorable	RATING - Straightforward user flow - Easy to move from every part	RATING - Brand identity - Simple	RATING - Friendly and informal	RATING - Too direct