

## 1. Competitive audit goal(s)

To assess competitors' app design, functionality, and customer satisfaction to enhance our own app's usability and customer engagement.

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

Our key competitors are Candle Co., Relaxation Essentials, EcoCandles, and CandleCrafters Market. Candle Co and EcoCandles are direct competitors because we offer similar products and are targeting similar audiences. Relaxation Essentials and CandleCrafters Market are indirect competitors because we offer either similar products but target different audiences, or we offer different products but target similar audiences.

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

Candle Co has an okay mobile app that appeals to those looking for new and seasonal scents, with some customizable options. The app is designed well and is fairly easy to navigate but its features need work and accessibility could be improved.

Relaxation Essentials has an outstanding mobile app that appeals to those looking to indulge and spend more money on candles or other relaxation and aromatherapy products. The app is outstanding in experience, design, and with most features. However, it's not very accessible.

EcoCandles has a good mobile app that appeals to eco-friendly and sustainable consumers. The app highlights sustainable practices, local sourcing, and the quality of natural ingredients. However, it's not very memorable and can improve on its accessibility, user flow and navigation.

CandleCrafters has a good mobile app that appeals to those looking to support small businesses or local artisans. The app supports user-generated content, loads pages quickly, and utilizes icons for navigation. Where the app can improve is by formatting content to be more reactive, allow for product feedback, and create a more memorable narrative.

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



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Candle Co., appeals to working professionals who have disposable income but aren't looking for anything too pricey or outrageous. These consumers are looking for seasonal scents to update their collection, and maybe some customizable scents for gifts.

Relaxation Essentials markets itself to higher-income individuals who are looking to make a luxurious purchase, and understand that this isn't going to be a purchase made very often, it's special. The price point of the products does limit the amount of consumers.

EcoCandles is for those looking to make purchases they can feel good about. They are working adults who want to participate in consumerism but with a conscience. They like to know what ingredients are in their candles and where they came from.

CandleCrafters Market targets consumers who want to support small independent businesses, or are looking for something unique and non-generic. They appeal to all locations by allowing you to filter your geographic location and seeing only those products that are either local to you or ship to you.

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

**Candle Co., is appealing to your average, every day working class individual who most likely lives in a suburban community and may or may not have a family. They keep the prices fair and the tone of their app fun and casual.**

**Relaxation Essentials knows they are luxury and they brand themselves as a luxurious experience only for those who can afford it. These consumers usually have disposable income, probably live in the city, and are stressed from their high power jobs. They sell themselves as luxury and therefore the tone of their app reflects it with the fonts, color schemes, and imagery.**

**EcoCandles is earthy and organic, they are simple and rustic because they are appealing to those who want to purchase something wholesome and good for them and the environment. They advertise as a fairtrade, eco-friendly, sustainable, earth minded company who focuses on natural ingredients that are locally sourced.**

**CandleCrafters Market wants to expand the outreach of small independent businesses by promoting only artisanal and handcrafted candles. The products found here are going to be one of a kind and not very customizable. It's up to the individual business if they will follow trends to keep up with market demand, however, you can find some unique candle options here you won't find anywhere else.**



### 6. Competitors' strengths (List)

Candle Co., strengths include:

- Good overall app design and interface
- Easy to read text
- Shows progress indicators when navigating through site

Relaxation Essentials strengths include:

- Cohesive and elegant design
- Price transparency
- Luxury gift options

EcoCandles strengths include:

- Modern minimalist design
- Features highlight sustainability
- Links interact fluidly

CandleCrafters Market strengths include:

- Engaging platform
- Supports user-generated content well
- Dynamic and reactive design

### 7. Competitors' weaknesses (List)

Candle Co., weaknesses include:

- Limited number of features
- No guidance through customization process
- Navigation icons point in more than two directions

Relaxation Essentials weaknesses include:

- Needs image text alternatives
- Prices out average consumer
- Content can be overwhelming

EcoCandles weaknesses include:

- More color variation
- Limited translation options
- Pages are cluttered



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CandleCrafters Market weaknesses include:

- Difficult checkout process
- More tap or swipe features
- No place for reviews or feedback

### 8. Gaps (List)

Some gaps I identified include:

- None of the candle competitors utilize AI to remember shopping habits and make recommendations.
- None of the companies recognize reward programs for loyal shoppers.

### 9. Opportunities (List)

Some opportunities I identified include:

- Provide quick and easy ways to order, like saving credit card information on your account.
- Provide quizzes to identify scent preferences and recommend products.

