

Competitive audit	Competitive audit goal - Identify competitors - Evaluate competitors strategies and usage of log-in pages - Determine competitors strengths and weaknesses - Come up with actionable recommendations - Promoting innovation									
	General information								First impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
Competitor #1 name - <a href="#">planview</a>	Direct	Austin, Texas. Unites States	Project and portfolio management	Nonspecific - Need to contact their team to hear about their prices	<a href="https://www.planview.com/">https://www.planview.com/</a>	Medium sized	Work, project managers	Comprehensive Data Access, Cross-Cutting Performance, Focus on Speed, Alignment with Strategic Objectives, Customized Unique Value Proposition	<b>Good</b> + Successes - many options and tools to manage a website - Drawbacks - No pricing specified	<b>Good</b> + Successes + Can be accessed on any chromium based software from an apple or android cellphone devices - Drawbacks - Works better on desktop mode
Competitor #2 name - <a href="#">joomla</a>	Indirect	Australia	Website creator	Free/Open-Source	<a href="http://joomla.org/">http://joomla.org/</a>	Small to midium-sized	Individuals and bussinesses	Flexibility and customization, Open-Source and community, user-friendly interface, multilingual support, strong community and support, extensive security measures, mobile responsiveness	<b>Outstanding</b> + Successes - short but clear amounts of information plus icons/images - Drawbacks - N/A	<b>Needs work</b> + Successes - good, websites created here can be made mobile friendly - Drawbacks - can be accessed through add ons or extensions, not direct access
Competitor #3 name - <a href="#">leadpages</a>	Indirect	Minneapolis, United States	Landing page builder tools	\$99 /month - \$49 /month	<a href="https://www.leadpages.com/">https://www.leadpages.com/</a>	Large	Websites builders and website creators	Animations, web fonts, pre-made blocks, forms tools, images and media, icon libraries and more	<b>Outstanding</b> + Successes - Appealing to the eyes, soft colors and easy to navigate - Drawbacks - N/A	<b>Outstanding</b> + Successes - User-friendly, pop-up forms and alert bars - Drawbacks - expensive, specially if just starting into the building of websites or trying things out
Competitor #4 name - <a href="#">Word.Press</a>	Indirect	San Fransisco, California, United States.	Website builder	\$o /no expiration date. \$48 /year, \$96 /year - \$9 /month, \$18 /month	<a href="http://word.press.com/">http://word.press.com/</a>	Large	Website builders without coddng experience	Extensive themes and plugins, Open-Source and Free, community support, SEO-Friendly and more	<b>Good</b> + Successes - Looks of examples, different colors and well organized - Drawbacks - Maybe too much information for slow devices, not really modern	<b>Outstanding</b> + Successes - Usable, easy and fast to use - Drawbacks - N/A

Competitive audit							
	UX (rated: needs work, okay, good, or outstanding)						
	Interaction				Visual design	Content	
	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Competitor #1 name - <a href="#">planview</a>	<b>Outstanding</b> + Successes - Offers collaboration and customization to work with teams - Drawbacks - Complex interface that overwells first time users and people with not prior experience	<b>Outstanding</b> + Successes - offers accessible object focus, keyboard access and screen reading - Drawbacks - Some of their images looks outdated and badly sized	<b>Good</b> + Successes - Has many options - Drawbacks - options can be a little confusing	<b>Outstanding</b> + Successes - has a search bar which makes it easier to find what you're looking for - Drawbacks - N/A	<b>Outstanding</b> + Successes - Bright red color and a lot of icons which are easy to understand - Drawbacks - N/A	Empowering and 'future oriented'	<b>Good to outstanding</b> + Successes - offers contact to ask direct questions - Drawbacks - Doesn't feel trustworthy because it might not give the same information to everyone
Competitor #2 name - <a href="#">joomla</a>	<b>Outstanding</b> + Successes - User friendly content management/ can create various types of content - Drawbacks - Learning curve for those which little experience	<b>Good</b> + Successes - keyboard support and focus support - Drawbacks - accessibility options not updated on the whole site	<b>Outstanding</b> + Successes - Has many clear and separate options to navigate through - Drawbacks - N/A	<b>Outstanding</b> + Successes - Easy to find all the departments - Drawbacks - N/A	<b>Outstanding</b> + Successes - Encouraging an attention caller to know more about it while also being kind to the eyes with a sea-like blue tone - Drawbacks N/A	Comprehensive, friendly and welcoming for everyone	<b>Outstanding</b> + Successes - Shows and presents all the possibilities that can be created with their platform - Drawbacks - N/A
Competitor #3 name - <a href="#">leadpages</a>	<b>Good</b> + Successes - Extensive template library - Drawbacks - Costly/expensive	<b>RATING</b> + Successes - AI-Powered assistance for writing and more - Drawbacks - Not specifics of accessibility policy	<b>Good</b> + Successes - Multichannel linking that allows the extension of engagement for websites - Drawbacks - Some lag can be found when dragging and dropping archives	<b>Good</b> + Successes - Simple and easy to find information - Drawbacks - You have to click the arrows to go back instead of using keyboard, mouse or keypad	<b>Outstanding</b> + Successes - Modern yet simple with soft tones of blue and purple - Drawbacks - N/A	Dreamer like personality with irientation to the future	<b>Outstanding</b> + Successes - Extremely short but informative and easy to understand - Drawbacks - N/A
Competitor #4 name - <a href="#">Word.Press</a>	<b>Outstanding</b> + Successes - Open-source platform, everyone can use it - Drawbacks - Plugin compatibility and updates interaction, both won't update together	<b>RATING</b> + Successes - plugins to make it accessible for different users with different backgrounds - Drawbacks - Not too much encouragement into making website developers make the websites more accessible	<b>Good</b> + Successes- offers different services - Drawbacks - N/A	<b>Good</b> + Successes - Easily find of the departments - Drawbacks - looks to plain	<b>Outstanding</b> + Successes - The blue palette is too dark, mostly like black.. so its difficult to notice - Drawbacks - N/A	Informational tone giving relevant data and facts about their platform and product	<b>Outstanding</b> + Successes - Very descriptive yet easy to understand with a lot of images to enhace what is being said - Drawbacks - N/A