

Competitive audit goal: Compare the shopping experience of each competitor's website and mobile application.																		
General information										UX (what needs work, why, good or outstanding)								
Competitor type	Location(s)	Product offering	Price (\$/unit)	Website	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions		Interaction		Visual design		Content				
								Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness		
Chewy	Direct	6 retail locations. E-commerce model only. Headquarters in Boston, MA and Dana Point, FL.	\$55	https://www.chewy.com/	Large	Pet Owners. Millennial, Generation X, and Baby boomer populations.	"Our mission is to be the most trusted and convenient online destination for pet parents (and pet parents over parents)."	Outstanding <ul style="list-style-type: none">Website is well-designed and easy to use.There are changes every 6 seconds highlighting a sale or promotion.	Outstanding <ul style="list-style-type: none">There are changes every 6 seconds highlighting a sale or promotion.First steps allow user to quickly select type of pet, see deals, and create a pet profile.	Good <ul style="list-style-type: none">Can join the "Chewy Patch" email list.Can filter by special diet.Auto ship, product ratings, search filters to adjust from whether holiday shop, flash deals, cyber deal, customer favorites, search filters by price, rating, breed size, brand, e-gift cards.Low chat support and 24/7 assistance.No price matching features.	Good <ul style="list-style-type: none">Text equivalents for audio and visual media.Keyboard and gesture access.Accessibility features, according to site, include a consideration for site structure and consistency across interactions to reduce cognitive overload.Accessibility information hard to find.Unable to switch language from English.	Outstanding <ul style="list-style-type: none">Clear indication of clickable events.Easy navigation and highly recognizable icons (e.g., shopping cart, hamburger menu icon).	Good <ul style="list-style-type: none">Menu, account, cart, assistance all clearly available in top navigation bar.Too many main menu options (e.g., promotions, advertisements, sections for homes, farm animals, wildlife, etc.) and can be scaled down significantly.	Outstanding <ul style="list-style-type: none">Strong brand identity, including imagery, style, colors, and fonts.Head design and imagery effectively showcase company ethos.	Engaging, informative, fun, and festive.	Outstanding <ul style="list-style-type: none">Product page includes description, key benefits, nutritional information, ingredients, cabinet content, guaranteed analysis, feeding instructions by weight, and translation instructions, reviews.No price comparison option.		
								Good <ul style="list-style-type: none">There are changes every 6 seconds highlighting a sale or promotion.Brand tags in blue and red, yet the website promotion sections are primarily black, grey, and red.They look serious in the photography. Brand appears more focused on training and services (e.g., grooming) over fun and playfulness.	Good <ul style="list-style-type: none">Colors are more subdued. More grey and very little black and red.Lacks a consistent brand or feel from main website.Can quickly perform a search or access shopping cart. Can easily shop by pet category and brand."Feed Well" game where users can play to score treats and points.No option to create a pet profile.	Good <ul style="list-style-type: none">Can join the "Treats" rewards program.Can filter by nutritional option, food form, dog breeds, etc.Auto ship, product ratings, top deals, "What's Happening" section highlighting their charities and Covid-19 updates, gift cards, order tracking, grooming, petatonic, doggie day camp, training, veterinary care.YouTube videos featuring PetSmart training.Option to provide feedback.No price matching features.No live chat support and 24/7 assistance.	Good <ul style="list-style-type: none">Clearly labelled enable accessibility button located on top left corner of the website. Once the list is selected the font size increases and imagery appear larger. The site employs technology from Usablenet to ensure users have access to all content and features.Assistive technology is a "dynamic" translation of the most visible and not an alternative site.Unable to switch language from English.	Good <ul style="list-style-type: none">Images are clickable.Clear indication of clickable events.Easy navigation and highly recognizable icons (e.g., shopping cart, hamburger menu icon).Images in the "Top Deals" section are small compared to images of delivery options.	Good <ul style="list-style-type: none">Menu is very straightforward with clear options.Too many delivery options listed on main area of website (e.g., curbside and in-store pickup, free same-day delivery with DoorDash).Autobuy, able to home (free shipping on orders over \$49) with less focus on goods.Images are small, compared to promotions sections.	Needs Work <ul style="list-style-type: none">Clearly communicates their commitment to their charities.The website colors are not consistent with the colors used in the mobile application.Colors in blue (dog and red) are not used consistently throughout the website (mostly black and red colors employed) or mobile application (a lot of grey used).	Concise and informative.	Good <ul style="list-style-type: none">Product page includes reviews, description, ingredients, directions, and a similar products section.No price comparison option.No option for personalized gift or item recommendations based on a personalized pet profile.		
PetSmart	Direct	1 888 locations in the US and 140 locations across Canada.	\$55	https://www.petSMART.com/	Large	Pet Owners. Millennial, Generation X, and Baby boomer populations.	"PetSmart main core value is 'winning'."	Outstanding <ul style="list-style-type: none">There are changes every 6 seconds highlighting a sale or promotion.Large product images and banner areas.Not overly cluttered.Very appealing.Feeding programs and guarantees clearly highlighted.Clear and dog are the only pets highlighted in advertisements. No reptiles, birds, fish, horses, etc.	Needs Work <ul style="list-style-type: none">PetSmart does not have a mobile application. Their main site is mobile friendly and responsive. However, there is no separate and unique app available for the Canadian company.	Outstanding <ul style="list-style-type: none">Search, Rewards, "PetSmart" section submitted by users using the hashtag #PetSmartPets, gift highly frequent buyer program, newsletter with list, ability to use the flyer product ratings, promotions, "See It, PetSmart! Guarantee, same day DoorDash delivery, blog, live chat support, store locator.able to "Shop by Condition" (e.g., urinary care, aging, allergies, sensitive skin)."MyPet" option allows user to purchase immediately and pay later in 4 interest-free installments.No pet pharmacy or in-house grooming, pet sitting or boarding.	Good <ul style="list-style-type: none">Website developed using web standards and accessibility to allow for people of all abilities and disabilities to browse content.Screen reader functionality, navigation by single keystrokes, and page zoom on small available.Can use a voice/accelerometer function to search website.Unable to switch language from English.	Good <ul style="list-style-type: none">Images are large and clickable and take user to the correct section.Easy navigation and highly recognizable icons (e.g., shopping cart, hamburger menu icon).Clear and prominent promotions are simple, clear, and efficient. Menu is clear. There are also filters when searching for items.Clicking on the red maple leaf icon takes user to the product page. A red maple leaf icon is not one that is used to represent some sort of availability or manufacturing information.	Good <ul style="list-style-type: none">Clear use of red, blue, and some green throughout.Paw print images and icons consistent throughout website.Strong Canadian presence made known by maple leaf on product listings.Unable to compare brand identity across multiple digital interfaces as there is no mobile application counterpart to the website.	Simple navigation and mostly intuitive user flow.	Outstanding <ul style="list-style-type: none">Some general pet recommendations included. The site asks for user input (i.e., if they own a dog or cat and the age range) during product searches.Products include a description, key benefits, ingredients, feeding instructions, translation instructions, reviews, and a similar products area.No price comparison options.			
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Ban's Pets	Direct	26 locations across Canada & US locations.	\$55	https://www.banpets.com/	Small	Pet Owners. Millennial, Generation X, and Baby boomer populations.	"We believe that our furry companions deserve the best care and highest quality of products. We are pet lovers, not competitors, with local grocers, humane societies, and other pet professionals."	Outstanding <ul style="list-style-type: none">Search, Rewards, "PetSmart" section submitted by users using the hashtag #PetSmartPets, gift highly frequent buyer program, newsletter with list, ability to use the flyer product ratings, promotions, "See It, PetSmart! Guarantee, same day DoorDash delivery, blog, live chat support, store locator.able to "Shop by Condition" (e.g., urinary care, aging, allergies, sensitive skin)."MyPet" option allows user to purchase immediately and pay later in 4 interest-free installments.No pet pharmacy or in-house grooming, pet sitting or boarding.	Good <ul style="list-style-type: none">Website developed using web standards and accessibility to allow for people of all abilities and disabilities to browse content.Screen reader functionality, navigation by single keystrokes, and page zoom on small available.Can use a voice/accelerometer function to search website.Unable to switch language from English.	Good <ul style="list-style-type: none">Images are large and clickable and take user to the correct section.Easy navigation and highly recognizable icons (e.g., shopping cart, hamburger menu icon).Clear and prominent promotions are simple, clear, and efficient. Menu is clear. There are also filters when searching for items.Clicking on the red maple leaf icon takes user to the product page. A red maple leaf icon is not one that is used to represent some sort of availability or manufacturing information.	Good <ul style="list-style-type: none">Clear use of red, blue, and some green throughout.Paw print images and icons consistent throughout website.Strong Canadian presence made known by maple leaf on product listings.Unable to compare brand identity across multiple digital interfaces as there is no mobile application counterpart to the website.	Simple navigation and mostly intuitive user flow.	Outstanding <ul style="list-style-type: none">Some general pet recommendations included. The site asks for user input (i.e., if they own a dog or cat and the age range) during product searches.Products include a description, key benefits, ingredients, feeding instructions, translation instructions, reviews, and a similar products area.No price comparison options.					
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Walmart	Indirect	4 742 retail stores in the US and 450 locations across Canada.	\$5	https://www.walmart.com/	Large	Pet owners and non-pet owners. Children, teenagers, adults, and elderly populations. Could not interact to pet food, treats, or supplies.	"Walmart Inc.'s corporate mission is to save people money so they can live better."	Outstanding <ul style="list-style-type: none">Search, Rewards, "PetSmart" section submitted by users using the hashtag #PetSmartPets, gift highly frequent buyer program, newsletter with list, ability to use the flyer product ratings, promotions, "See It, PetSmart! Guarantee, same day DoorDash delivery, blog, live chat support, store locator.able to "Shop by Condition" (e.g., urinary care, aging, allergies, sensitive skin)."MyPet" option allows user to purchase immediately and pay later in 4 interest-free installments.No pet pharmacy or in-house grooming, pet sitting or boarding.	Good <ul style="list-style-type: none">Website developed using web standards and accessibility to allow for people of all abilities and disabilities to browse content.Screen reader functionality, navigation by single keystrokes, and page zoom on small available.Can use a voice/accelerometer function to search website.Unable to switch language from English.	Good <ul style="list-style-type: none">Images are large and clickable and take user to the correct section.Easy navigation and highly recognizable icons (e.g., shopping cart, hamburger menu icon).Clear and prominent promotions are simple, clear, and efficient. Menu is clear. There are also filters when searching for items.Clicking on the red maple leaf icon takes user to the product page. A red maple leaf icon is not one that is used to represent some sort of availability or manufacturing information.	Good <ul style="list-style-type: none">Clear use of red, blue, and some green throughout.Paw print images and icons consistent throughout website.Strong Canadian presence made known by maple leaf on product listings.Unable to compare brand identity across multiple digital interfaces as there is no mobile application counterpart to the website.	Simple navigation and mostly intuitive user flow.	Outstanding <ul style="list-style-type: none">Some general pet recommendations included. The site asks for user input (i.e., if they own a dog or cat and the age range) during product searches.Products include a description, key benefits, ingredients, feeding instructions, translation instructions, reviews, and a similar products area.No price comparison options.					
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