

# Part 2 - Competitive Audit Report

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## 1. Goals of competitive audit

Compare different features of jewelry apps such as Brand and systems design, Accessibility features, payment process, Product page/ product sizing options/metal choices

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

Our key competitors are Little Rooms. Little Rooms is a direct to consumer business, providing unique products that are sold exclusively online. Each design is original. Little Rooms is a direct competitor to Jewelry Mobile App (JMA). Tiffany & Co and Roxanne Assoulin is a high-end jewelry company and both are an indirect competitor to JMA.

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

Tiffany & Co.'s app has payment features that can be improved by giving the choice to allow customers to pay in increments. However since Tiffany & Co. is a luxury brand customers who can only pay in increments may not be their target customer. Overall the app is well designed. Some products require customers to make appointments for custom sizing and fit.

Roxanne Assoulin app has multiple payment options at checkout, which is great for the customer on the go. However the app should also include an increment payment system. The app is well designed and fits it's colorful brand without overdoing it.

Little Rooms' app is a little confusing at first when navigating on desktop because of the unnoticeable hamburger menu which is usually used for mobile apps. On the homepage the image that is advertising their products could also be more informational or at least a carousel of multiple images showcasing their products.

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

Tiffany & Co. is an American luxury jewelry and specialty retailer headquartered in New York City. It sells jewelry, sterling silver, china, crystal, stationery, fragrances, water bottles, watches, personal accessories, and leather goods.

Roxanne Assoulin is a colorful high-end jewelry brand that originated in the 70s and early 80s. Specializing in men's and women's necklaces, bracelets, and anklets.

Little Rooms is a family owned small business that provides unique and original products only sold online. The app is simplistic and gets the point across.



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### 5. What do competitors do well? What could they do better?

(Description)

Things Tiffany & Co. does well:

- An elegant well put together website that reflects the brand
- The option to customize a diamond

Things Tiffany & Co. could do better:

- In the customized diamond feature describe more in detail what each section actually is. This will be for users who aren't familiar with diamond shopping
- More accessibility features
- An increment payment system (Jump on the bandwagon)

Things Roxanne Assoulin does well:

- Bold, yet simple page layout
- Options for different sizes of jewelry
- Multiple methods of payment, which makes it easy for users on the go

Things Roxanne Assoulin could do better:

- While there are different sizes of jewelry, there should also be previews of those sizes as the user selects each item in the dropdown so that they can see what the sizes look like
- An increment payment system (Jump on the bandwagon)
- More accessibility features

Things Little Rooms does well:

- Multiple methods of payment, which makes it easy for users on the go
- Well display of products, when the mouse hovers over an image it shows how the product can be styled

Things Little Rooms could do better:

- An increment payment system (Jump on the bandwagon)
- More accessibility features



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

**Tiffany & Co. :** “Explore Unique Jewelry, Accessories & Gifts. Enjoy Complimentary Shipping. Treat Yourself or Your Love to Beautifully Crafted & Elegant Designs by **Tiffany**. Shop Now. Elegant Craftsmanship. Celebrate Your Love. Responsibly Sourced.”

**Roxanne Assoulin:**

“Blah Blah Blah Blah

Blah Blah Blah Blah Blah Blah

Blah Blah Blah Blah Blah Blah Blah

Blah Blah Blah Blah

....or Google Roxanne Assoulin ;)”

**Little Rooms:**

“When you shop with Little Rooms, you are supporting an independent, family owned small business

Designer Ester Delug first launched Little Rooms in 2007. With an eye for detail and a love for all forms of visual art, Ester studied special effects, animatronics, and graphic design before discovering her flair for jewelry design. She set out to create a line that embodies her unconventional style and lifelong affection for history, science, space, and the unknown.

Little Rooms is a direct to consumer business, providing unique products that are sold exclusively in our online store. Each design is original, dreamed up in our Los Angeles studio, and produced using high quality materials.”

