

| Competitive Audit for Mobile Jewelry App | | | | | |
|--|-----------------|--|--|--|---|
| Competitor | Competitor type | Brand identity + System Design | Accessibility Features | Payment Process | Product page/ product sizing options/metal choices |
| Tiffany & Co. | indirect | Excellent Very simplistic and on brand for the company. | Okay The layout is responsive according to the size of the page when adjusted. Any device smaller than an iPhone 5 /SE (320 x 568) the responsiveness of the layout | Okay - For some products appointments are required for engagement rings - For others a traditional online payment process is allowed. | Excellent Very detailed, specifically for rings and engagement rings. |
| Roxanne Assoulin | indirect | Excellent Bold, yet simple | Excellent The site is designed/created using Shopify. The accessibility looks good because usually it is a requirement in Shopify's layout templates. | Good Express checkout option using Paypal and options for paying in increments. When customers have spent a certain amount, a gift from the | Okay Some choices are optional |
| Little Rooms | Direct | Okay The site isn't heavily branded, but it's on brand and it gets the point across. | Excellent The site is designed/created using Shopify. The accessibility looks good because usually it is a requirement in Shopify's layout templates. | Good Would only recommend a quad payment plan for customers | Okay Selecting different metal choices |