

Competitive Audit for Mobile Jewelry App					
Competitor	Competitor type	Brand identity + System Design	Accessibility Features	Payment Process	Product Page & Sizing/color/Metal Choice
Tiffany & Co.	indirect	Excellent Very simplistic and on brand for the company.	OK 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	OK - 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	OK Some choices are optional
Little Rooms	Direct	Good 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	OK Selecting different metal choices