

Part 2 - Competitive Audit Report

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1. Competitive audit goal(s)

Compare the experience of each competitor's app or website provides for users.

2. Who are your key competitors? (Description)

Competitor1: Karen's Flower shop is a direct competitor for Marigold Mold, Karen's Flower shop is a small business which provides flowers and plants for user with both delivery and pick up options.

Competitor2: Tonicblooms is a medium size business which is direct competitor for Marigold Mold and offers high quality flowers and plants for users with both delivery and pick up options.

Competitor3: The Floral Decor which is a small business and indirect competitor for Marigold Mold and offers wedding floral decoration for weddings and also bridal bouquets.

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

Karen's Flower shop is a floral website which has some weaknesses in both desktop and mobile versions but it has an easy to use payment process with good features for example, discount code, card message, and special instruction.

Tonicblooms is a well-designed floral website in both desktop and mobile version. The minimal website provokes a good impression with beautiful layout and arrangement. The website also provides a good feature to apply on flowers based on price, color, etc.

The Floral Decor is also a well-designed, minimal, and luxuries looking website in both desktop and mobile version but photos and motion transition make it difficult to load the website. It has some good features for example price guide to inform people about the price of their service in advance, and offer free styling advice to help people have good experience.

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

Karen's Flower shop and Tonic blooms position itself in the market as floral business with offer both delivery and pick up options they provide variety different range of flowers and plants for people who are flower lover and regularly buy flowers to adorn their houses, their work places or to surprise their friends or family members.

The Floral Decor positions itself in the market in a different way and offer its services for wedding decoration and bridal bouquets and it works more as specialist because decorate a big party with flower needs lots of knowledge and experience to make a harmonic design.



5. How do competitors talk about themselves? (Description)

The Karen's Flower shop markets itself as a family owned and operated florist and says: "Karen Flower shop a proud family tradition where we excel at customer service, creativity & artistry in the floral market."

Tonicblooms markets itself as a floral business with one simple goal : to offer the perfect flower delivery experience in Ontario (and nationwide soon!)

The Floral Décor markets itself as a team of florists know the flower business inside out and will work with users relentlessly to find the most suitable flowers.

6. Competitors' strengths (List)

Karen's Flower Shop:

- Good options in payment page to entice users to come back
- Loyalty reward
- Straightforward payment process
- Easy to use navigation

Tonicblooms:

- Option to apply filters on target flowers
- Option to schedule delivery in advance
- Easy to use payment process
- Easy to use and simple navigation

The floral Decor

- Offer pricing guide
- Offer free style advice

7. Competitors' weaknesses (List)

Karen's Flower Shop:

- Lack of option to make permanent profile
- Lack of categorizing for the home page
- Lack of guide for plants maintenance
- No way to save your favorite flowers in your profile
- No way to re order your previous orders



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- There is available only in English
- Screen reader option was not available

Tonicblooms

- No way to save your favorite flowers
- No way to reorder your previous orders
- Lack of guide for plants maintenance
- There is available only in English
- There is no way to save payment information
- No loyalty rewards

The floral Decor

- Confusing sign up\sign in page
- Its hard to estimate the vision of decoration before the wedding day
- Payment process is not easy and it's confusing

8. Gaps (List)

- None of the websites are available in multiple languages except from English
- None of the websites offer screen reader
- None of the websites offer a way to save your favorite items
- None of the websites offer a way to reorder your previous order
- None of the website offer a way to save the payment information and und fill out the payment form for following purchases automatically with finger print.

9. Opportunities (List)

- Provide an option to fill out the payment form quickly from first purchase on ward
- Provide an option to save orders to reorder in in future if it would be necessary
- Provide an option for save favorite options
- Offer the website in multiple languages
- Provide a screen reader option

