

Competitive audit

Competitive audit goal: Compare the experience of each competitor's

	Competitor type	Location(s)	Product offering	Price
	(direct or indirect)			(\$ - \$\$\$\$)
Karensflowershop	direct	Ontario, Canada	Vriety of flowers for different uses and occasions	\$\$\$
Tonicblooms	direct	Toronto, Canada	Flowers and plants	\$\$
The Floral Décor	indirect	London & the South East of England and Dubai	Wedding floral decor and bridal bouquets	\$\$\$\$

s app provides for users.

General information		
Website (URL)	Business size (small, medium, large)	Target audience
<a href="http://www.karensflowershop.ca">www.karensflowershop.ca</a>	medium	adult people
<a href="http://www.tonicblooms.com">www.tonicblooms.com</a>	small	adult people
<a href="http://www.thefloraldecor.com">www.thefloraldecor.com</a>	Small	brides and grooms

	First impression
Unique value proposition	Desktop website experience
offers flowers for different uses and plants	<b>Okay</b> + Website is easy to use without complicated design - the first page is a little a bit busy and without categorizing
offers flowers, bouquets, and plants	<b>Outstanding</b> + Website is easy to use and well-designed + The items in homepage are in a good layout
offers a decoration for weddings and bridal bouquets	<b>Outstanding</b> + Easy to use website and well-designed home page + Provides an specific impression for their business

Sessions	
App or mobile website experience	Features
<b>Needs work</b> - The app was a bit confusing specifically in home page - sign up was inefficient and incomplete	<b>Needs work</b> + good features in payment process for example, choose delivery option and date, card message, discount code, and special instruction + Loyalty reward - lack of option to make a permanent profile - lack of categorizing in the first page for example, The most popular, New, nostalgia, etc. - All texts were written in capital words - lack of information for the plants maintenance
<b>Outstanding</b> + Mobile version website is easy to use with perfect impression + Beautiful layout	<b>Good</b> + option to apply filters based on different factors for example, price, color, sort by, etc. + option to schedule delivery in advance - No loyalty reward
<b>Good</b> + Minimalist but luxurious design - Some features are not in a good position Delay in loading because of pictures	<b>Good</b> + Good to have a pricing guide in order to make it clear for user that how much does the service cost for them + Offer free styling advice to help users have better + Good option to schedule a free call experience - Sign up/sign in is not available in a straight way and it's confusing

## Interaction

### Accessibility

#### Needs work

- The site was accessible only in English
- Screen reader was not available for people with visual impairment.
- there was no color contrast in some parts

### User flow

#### Outstanding

- + easy to use payment proccess
- +straightforward and easy to notice payment process

#### Needs work

- Accessible only in english
- Screen reader is not available for people with visual impairment.

#### Okay

- + Easy to use payment process
- There is no option to save payment information in order to prevent repetitive process

#### Needs works

- Accessible only in english
- Screen reader is not available for people with visual impairment

#### Needs work

- payment process is not easy to use and is confusing

, good, or outstanding)

Visual design	
Navigation	Brand identity
<b>Good</b> <ul style="list-style-type: none"><li>+ easy to use navigation</li><li>+ well-designed clickable items</li></ul>	<b>Needs work</b> <ul style="list-style-type: none"><li>-there were not a specific style in their photos or website style that indicates their brand</li><li>- there was not on purpose use of specific color to represent their brand</li></ul>
<b>Outstanding</b> <ul style="list-style-type: none"><li>+ Simple navigation system</li><li>+ Well-designed motion for clickable items</li></ul>	<b>Good</b> <ul style="list-style-type: none"><li>+ Beautiful layout and good arrangement for pages</li><li>- Does not use a specific color to nail down their brand in user's mind</li></ul>
<b>Needs work</b> <ul style="list-style-type: none"><li>- there is no navigation in the website</li><li>- Confusing clickable items</li></ul>	<b>Good</b> <ul style="list-style-type: none"><li>+ Well-designed layout in home page</li><li>- Lack of their specific feature and color</li></ul>

Content	
Tone	Descriptiveness
Concise and not engaging	<b>Needs work</b> <ul style="list-style-type: none"> <li>- Too brief and without necessary information</li> <li>- Forgettable style</li> </ul>
Friendly and informative	<b>Out standing</b> <ul style="list-style-type: none"> <li>+ All key info mentioned</li> <li>+ Present information in engaging way and not boring</li> </ul>
Friendly but not efficient in all aspects	<b>Needs work</b> <ul style="list-style-type: none"> <li>- No information for bouquets</li> <li>- The descriptions does not have a quality to get stuck in user's mind</li> </ul>