

| Competitive audit | Competitive audit goal | | | | | | | | | | | | | | | | |
|--------------------|---|-------------|--------------------------|--------------------------|---|---|-------------------|---|--|---|--|---|---|--------------------------------------|---|--------------------------|--|
| | General information | | | | | | | UX(rated: needs work, okay, good, or outstanding) | | | | | | | | | |
| | | | | | | | | First impressions | | Interaction | | | | Visual design | | Content | |
| | Competitor type (direct or indirect) | Location(s) | Product offering | Price (\$ - \$\$\$\$) | Website (URL) | Business size (small, medium, large) | Target audience | Unique value proposition | Desktop website experience | App or mobile website experience | Features | Accessibility | User flow | Navigation | Brand identity | Tone | Descriptiveness |
| Competitor #1 name | tynker | california | Programming , courses | \$\$ | https://www.tynker.com/ | Medium | kids and teenager | Program language for learning kids | good +simple to create kids games | good + beautiful interface | good + easy to make games - not course formate | need to work - available only in english | good + Successes - Drawbacks | good + easy with +10 age | outstanding + easy to understand + Clear color and logo | friendly and informative | good + easy with creating games and making kids build games + Not course structure and didn't explain the program language in detail |
| Competitor #2 name | Coursera | California | Courses | \$\$ | www.coursera.com | large | all | online courses for everything almost | outstanding + clear and focus on learning only | need to work + not everything available like the website | good + easy to understand + Simple interface | outstanding + available financial aid + available some courses in Arabic + available material as a video and test + available subtitles | outstanding + take you from course beginning to the end very smoothly | good + simple and clear | good + simple and clear + Clear brand identity, including colors, font, style, motion, imagery, and photography | friendly and formal | Outstanding + easy to understand and very clear information structure |
| Competitor #3 name | youtube | California | Videos , posts , courses | \$ | www.youtube.com | large | all | online video sharing and social media platform | outstanding + very simple and clear + easy to search | outstanding + simple and clear + easy to understand app structure | good + easy to understand + Simple interface | outstanding + available almost all languages + available subtitles | outstanding + take you from smoothly to any section you want | good + simple with clear sections | outstanding + Clear brand identity, including colors, font, style, motion, imagery, and photography | friendly and informative | Outstanding +easy to understand and very clear information structure |