Competitive Audit Report

1. Competitive audit goal(s)

Compare the experience of each competitor's app as a new user and a returning user.

2. Who are your key competitors? (Description)

Petfinder and Adopt a Dog are the key competitors. Both of them are direct competitors. They only have a website presence and no app layout for their design.

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

Petfinder is a website that allows people to adopt cats, dogs, and exotic animals as pets. They provide pet care information and grooming tips.

Adopt a pet allows one to adopt pets from shelters, rescued pets, and even help rehome pets. They have tips on health care and the safety of pets

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

Adopt a dog positions itself in the market as mainstream and focuses mainly on only dogs and cats.

Pet finder caters to other animals too and adds filters and quizzes to help you adopt the perfect pet for your home settings

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

Adopt a dog encourages adopting dogs and promotes shelters while Petfinder is more focused on filtering out dogs to find the best fit. Adopt a pet has a fun and engaging way of connecting while Petfinder has a more informative tone.

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6. Competitors' strengths (List)

Petfinder's strengths:
- Arranged and organised tabs about petcare
- Easily navigable
- Layout is visually appealing
- Informative about the various areas regarding handling a pet
- Has a quiz to filter out pets
- Displays exotic pets other than cats and dogs
- Video content regarding pets
- Happy stories of already adopted pets
- Necessary covid protocols are provided

Adopt a pet's strengths:
- Allows you to adopt from various sources
- Explains the procedure from adoption from different sources
- Has varied content about how to take care of your pet
- Helps you rehome pets
- Detailed information about the pet
- Articles about pet care

7. Competitors' weaknesses (List)

Petfinder's weaknesses:
- Could be more engaging and interactive
- Not much detailed about the pets
- More features could be provided

Adopt a pet's weaknesses:
- Doesn't show the visual map to find pet care stuff and vets
- The typography is not legible and consistent
- Not categorised properly

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8. Gaps (List)

- Medical history of the pet is not provided
- Nearby vets, and medical centres are not given
- Walkthrough of the whole adoption process is not as clear as it could be
- Features are not easily discoverable
- Overall page layout could be better

9. Opportunities (List)

- More information about the pet like their medical history, their behaviour and instincts could be given
- An overview of the adoption process both online and offline could be given
- Vets nearby and pet grocery shops could be provided
- Articles on the mental care of the pet can be provided