Competitive audit — **Goal:** Compare the user experience of each competitor's website

| | General information | | | | | | | | First impressions | | UX (rate: needs work, okay, good, or outstanding) — Website Interaction | | | | Website visual design | Website content | |
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	Desktop website experience	Mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Our AI-Powered Tutor	-	Global	AI-powered tutor with innovative learning	$15 - $30per month to subscription	www.Aioevera.com	Large	Students, professionals, job seekers	AI-powered tutor with innovative learning, smart feedback, and career tools.	**Good** + Career Tools + Integrated Workspace - System Performance - Visual Complexity	**Good** + On-the-go Access + Simplified Experience - Limited Screen Space - Navigation Complexity	**Outstanding** + AI-powered adaptive learning, smart feedback, carrer tools, collaborative workspace and rich features	**Outstanding** + AI-powered multilingual support, fully accessible UI, screen reader compatibility	**Outstanding** + Seamless adaptive learning paths, real-time AI feedback, interactive quizzes	**Outstanding** + Quick access to study tools, AI-powered recommendations, seamless user experience	**Good** + Focus on Personalization - Complexity in Visual Presentation : Multiple integrated features	Friendly and professional	**Outstanding** + Clear, easy to follow, and tailored to user needs.
EdX	Direct	Global	University-certified courses	course are free but for certificate between $50 to $300	edX	Large	University students, professionals	University-backed online courses with certifications from top institutions.	**Good** + Easy Navigation + High- Quality Content - Text- Heavy course Descriptions	**Okay** + High-Quality Academic Content + Structured Learning Paths - Limited Interactivity - **Text-Heavy Content**	**Good** + University-backed certifications, structured courses - Lacks interactive elements, no AI-driven feedback	**Good** + Screen reader support, some courses in multiple languages - Some features not fully accessible	**Okay** + Clear structure, categorized courses - Can feel overwhelming, multiple clicks needed to navigate	**Okay** + Well-organized menus - Requires multiple steps to access key resources	**Good** + Professional Aesthetic - Lack of Visual Engagement	Serious and direct	**Good** + All key info is present - too detailed and academic-heavy.
Udemy	Direct	Global	Self-paced, video-based courses	20$ per course	https://www.udemy.com/	Large	General learners, professionals	Affordable, self-paced courses covering a wide range of topics for all learners.	**Good** + Visually appealing + Clear course thumbnails - Feels dense and overwhelming in places - Cluttered homepage(frequent ads, discounts)	**Good** + Extensive Course Variety + User Friendly Interface - Inconsistent Course Quality - Promotional Overload	**Good** + Wide range of courses, Q&A section - No AI-powered personalization, lacks hands-on activities	**Okay** +Subtitles available for some courses - No dedicated accessibility features	**Good** + Easy-to-browse courses, clear tracking - Could be more intuitive with personalized recommendations	**Good** + Simple and user-friendly - Could benefit from better filtering tools	**Good** + Consistent Color Scheme - Cluttered Interface	Friendly and indirect	**Okay** + Informative - Sometimes includes unnecessary details.
Alison	Direct	Global	Free online courses with certification	approximately $8 certificate	Alison	Large	Free learners, self-improvers	Free online education with certification options for skill development.	**Okay** + Comprehensive Course Catalog + User-Friendly Interface - Inconsistent Course Quality	**Need Work** + Free access to courses + Diverse Course Offerings - Intrusive Advertisements - Outdated Interface Design	**Okay** + Free courses, self-paced learning - No AI-driven features, lacks engagement tools	**Needs work** + Basic accessibility support - No screen reader compatibility, lacks multilingual support	**Okay** + Simple learning flow - Too many distractions (ads), lacks guided paths	**Okay** + Clear structure - Some pages feel cluttered	**Okay** + Simple Layout - Inconsistent Branding	Serious and direct	**Okay** + Key info is there - lacks engaging presentation.
Duolingo	Indirect	Global	Gamified language learning	$7 per month	https://www.duolingo.com/	Large	Language learners	Gamified, AI-driven language learning with personalized practice.	**Outstanding** + Comprehensive Language Support + Engaging and User-Friendly Interface - Limited Grammar Instruction - Repetitive Learning Experience	**Outstanding** + Engaging Gamified Learning + User Friendly Design - Limited Depth in Advanced Topics - Repetitive Learning Structure	**Outstanding** + AI-driven adaptive learning, gamification - Limited to language learning	**Good** + Multilingual support, visual cues for accessibility - Some accessibility features could be expanded	**Good** +Engaging, fun, AI-driven adaptive learning - Only focused on languages	**Outstanding** + Intuitive UI, clear progression, gamified navigation	**Outstanding** + Vibrant Color Palette - Controversial Design Changes	Fun and indirect	**Outstanding** + Short, engaging, and interactive.