

Competitive audit Goal: Compare the user experience and trailer experience of different film competitors

General information									UX <small>(based needs work, okay, good, or outstanding)</small>									
Competitor type <small>(owner or external)</small>	Location(s)	Product offering	Price <small>€ / 100€</small>	Website <small>(URL)</small>	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition		First impressions		Interaction		Visual design		Content			
									Desktop website experience	Dedicated mobile app experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptions	
Cine5a	Direct	All around Spain	Cinema theater with the most recent premieres	\$5	https://www.cine5a.es/	Large	Childs and adults. Family entertainment	Offers a diverse variety of premier movies that are exclusive for cinemas	Good • Modern minimalist design • Good features on the website	Good • App is well-designed and easy to use • Smooth scheduling and trailer view process	Good • Variety on catalog depending on premieres • Content for all audiences	Need to work • Easy to understand and use • Offer only 1 language since it's national service • No voice control	Good • Easy and useful order and payment processes • Straightforward user flow • Not memorable	Good • Easy basic navigation • Clear indication of clickable elements	Outstanding • Strong brand identity including colors, fonts, style, and imagery • Visual design communicates company ethos	Engaging, concise, and informative	Good • All key info is present • Lack of A1's	
Yelmo	Direct	All around Spain	Cinema theater with the most recent premieres	\$5	www.yelmocine.es	Large	Childs and adults. Family entertainment	Offers a diverse variety of premier movies that are exclusive for cinemas	Need to work • Modern, simple design • Good features on the website • Deorganized, hard to understand	Good • App is well-designed and easy to use • Smooth scheduling and trailer view process	Good • Variety on catalog depending on premieres • Content for all audiences	Need to work • Easy to understand and use • Offer only 1 language since it's national service • No voice control	Need to work • Easy and useful order and payment processes • Straightforward user flow • Not memorable	Need to work • Easy basic navigation • Clear indication of clickable elements • Deorganized information, easy to get lost	Outstanding • Strong brand identity including colors, fonts, style, and imagery • Visual design communicates company ethos	Concise, straightforward	Good • All key info is present • Lack of A1's	
Netflix	Indirect	California, US	Pay-per-view film catalog	\$5	www.netflix.com	Large	Childs and adults. Family entertainment	Offers a subscription to a streaming film catalog of movies. No premieres	Outstanding • Website is well-designed and easy to use • Elegant design with strong branding	Outstanding • Modern minimalist design • Design is clean and easy to use • Same features as the website	Outstanding • Different catalogs depending where you're located • Changes catalog every three months.	Good • Content for all audiences and languages • No voice control	Good • Easy and useful to search and pay for subscription • Straightforward user flow • Not memorable	Good • Easy basic navigation • Clear indication of clickable elements	Outstanding • Visual design communicates company ethos • Modern and trendy design	Engaging, fun, and curious	Good • All key info is present • Lack of A1's	