

Competitive audit Comparison of features offered

General information								
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
NEX Team Inc	Indirect	USA	Sports	70	https://www.nex.inc/	Small	Sports	Personal skills trainer
Azumio	Indirect	USA	Food	100	http://www.azumio.com/	Small	Food	Instant Food Recognition
Ada Health	Indirect	Germany	Health	0	https://ada.com/	Small	Health	Symptom checks within minutes

UX (rated: needs work, ok)				
First impressions		Interaction		
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow
RATING Not Applicable	RATING + Successes - Drawbacks	RATING + Successes - Drawbacks	None	Good
RATING Not Applicable	RATING + Successes- Drawbacks	RATING + Successes - Drawbacks	None	Good
RATING Not Applicable	RATING + Successes- Drawbacks	RATING + Successes - Drawbacks	None	RATING + Successes - Drawbacks

ray, good, or outstanding)

	Visual design	Content	
Navigation	Brand identity	Tone	Descriptiveness
Good	RATING+ Successes- Drawbacks	Brief description	RATING + Successes - Drawbacks
Okay	RATING+ Successes- Drawbacks	Brief description	RATING + Successes - Drawbacks
RATING + Successes - Drawbacks	RATING+ Successes- Drawbacks	Brief description	RATING + Successes - Drawbacks