### 1. Competitive audit goal(s)

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| Compare the browsing and order process of each competitor's site. |

### **2. Who are your key competitors?** (Description)

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| Our key competitors are Clothing2Go and Fastfashion which are both online clothing companies and Trendyfash which is an online shop for secondhand, designer clothing. Clothing2Go and Fastfashion are direct competitors to Tee’s Shirts, and Trendyfash is an indirect competitor. |

**3. What are the type and quality of competitors’ products?** (Description)

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| Clothing2Go has a visually engaging website design with a number of helpful features to make the order and checkout process easy. High-quality images help support browsing through clothing items. However, users are presented with a sometimes overwhelming amount of options.  Fastfashion is well-designed and the easiest website to use of the three competitors. Features available are focused on creating a quick order and checkout process. The visual design is clean and simple but could benefit from more personality.  Trendyfash has a clear brand identity, but uses low-resolution images and relies heavily on text descriptions. Trendyfash’s website navigation is clear, but is lacking in overall number of features.. |

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

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| Clothing2Go markets itself to a diverse audience by providing a wide range of clothing from formal to casual. They consider themselves a “one-stop-shop” where their customers can find whatever clothing item they need.  Fastfashion appeals primarily to young adults looking for a quick and easy shopping experience. They offer everyday clothing at affordable prices.  Trendyfash positions itself as a specialty clothing shop that provides a way for everyone to have access to designer clothing. |

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

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| Cothing2Go markets itself as having any clothing their customer needs available from the comfort of their home. It focuses on replicating the fun of browsing through clothes in person, but offers the convenience of not having to leave the house.  Fastfashion markets itself as a reliable source for comfortable, and attractive clothing to wear any day of the week.  Trendyfash markets itself as a treasure hunt for people who love fashion and are excited about the possibility of finding designer clothing at a lower price. |

**6. Competitors’ strengths** (List)

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| Clothing2Go’s strengths include:   * Features on their desktop website that are comprehensive and useful * Engaging visual design High-quality product imagery that supports browsing   Fastfashion’s strengths include:   * Clear, simple site design that supports intuitive navigation * Quick pay and progress bar features that provide a fast and easy checkout process   Trendyfash’s strengths include:   * An easily-recognizable brand identity |

**7. Competitors’ weaknesses** (List)

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| Clothing2Go’s weaknesses include:   * Browsing options and breadth of offerings that is overwhelming * Mobile site layout that isn’t optimized * Not being equipped for screen readers   Fastfashion’s weaknesses include:   * Minimal filtering options for browsing clothing * Not being equipped for screen readers   Trendyfash’s weaknesses include:   * Low-quality images and overall visual design * Information architecture that is cluttered and disorganized * Mobile site that isn’t responsive * Not being equipped for screen readers |

**8. Gaps** (List)

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| Some gaps we identified include:   * Both Clothing2Go and Fastfashion’s responsive design is lacking or non-existent * Browsing features for all three competitors are cumbersome and not helpful * All three competitor sites are not equipped for easy screen reader usage |

**9. Opportunities** (List)

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| Some opportunities we identified include:   * Create fully responsive design * Provide easy access to browse product offerings * Support browsing through high-quality imagery and clean IA * Optimize design for screen reader usage |