petitive		

	Competitive au	dit goal															
		General information							See Jones wheels work seep good or undermisting!								
							First Impressions		Interaction			Visual design	Content				
	Competitor type (sixes or instruct)	Location(s)	Product offering	Price (innorm)	Website (III)	Business size (unal, median, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	Userflow	Navigation	Brand identity	Tone	Descriptiveness
Nike	direct	Thore, Maharashtra	Footwares	2400- 2600	(Mas Avenuelle comin)	Large	group	accresibility, innovation, customization, and branditratus.	website is multilingual	- self customization in app	-expensive	voice assistant and multilingual	CUTSTANDONS + go with the floww	OUTSTANDING  - basic ravigation and clear indication with extrenal features.	famous for its excost logo and tagline that st.		OUTSTANDING - all key info is present
Adidas	direct	Munical, Maharadis	Footwears	1600- 2000	Mos Newwadides co in	Large	oung individuals who enjoy sports between the ages of 20 and 30.	Subt-weighted and comfortable	OKAY  • easy to use and multilingual  • wast productivity	OKAY  • modern minimizatic design  • re-showcase	GOOD   • loyalty consistency   • limited	sintegrated with voice control	GOOD + east-to-use - uset collection in similar products	OUTSTANDING -ease navigation and clear indication	6000  - 3-Stripes, wordmark (Addas), and registration - design interacts with company ethics.	motivational and impirational	OKAY  • word of mouth  -excess data
Purra	direct	Navi Munical, Mahar	eFootwears.	1800- 1600	tracificours cominis	Large	young people between the ages of 30 and 35	creator of fast product designs for the factors arbitries	CUTSTANDING • affordable with vast varieties	OUTSTANDING - applic good and ease to use	OUTSTANDING - nowdbly strong and fast predators with long bodies and powerful short legs.	6000 +voice assistant and multilingual	CUTSTANDONS + go with the flow	OUTSTANDING  - beic ravigation and dear indication	OUTSTANDING - highlight ideas of strength, agility, and grace of	onfidentand it should always reflect the core holiuss of the brand	CUTSTANDING  • all key dasta is given and ease to navifate things
Sketchers	direct	Palighar, Maharashtra	Footwears	1700- 1900	Mas Avenueles hers in	Large		offering comfort and care to its employees and customers	OKAY  • design is clean and ease to sue  • some-features don't work as it looks like for sh		GOOD • designs, develops and markets a range of lifestyle • sports shoes	6000 • integrated with voice control	NEEDS WORK + BASE TO LIESE - payment gateway	OUTSTANDING weaty ravigation and clear indication	OKAY  - complete collection of footwear, apparel and a trendy footwears.	huge sale success	NEEDS WORK  - good performance  - payment gateway