Competitive audit

Goal: Compare the user experience of each competitor's app

	General information					
	Competitor type	**Location**	**Product offering**	**Price**	**Website**	**Business size**
Petfinder	Direct	North America	Pets of all sizes and	$$	www.petfinder.com	Small
Adopt a Pet	Direct	New York, US	Dogs and cats	$$$	www.adoptapet.com	Small
Rescue Me	Indirect	Pennsylvania Ave. NW, #2001 Washington, DC	Pets of different bre	$$	www.rescueme.org	Small

Target audience	Unique value proposition	First impressions	
		Desktop website experience	Mobile website experience
All lovers of pets	Connecting animals and people through searchable database	**Okay** + Welcoming and easy to use - Feels dense and overwhelming in places	**Good** + Fully responsive + Animations added to enhance the mobile experience + Mobile app is available
Potential adopters	Adopt and rehome pets of different sizes and breeds	**Outstanding** + Fun and easy to use + Engaging animations + Clear branding	**Outstanding** + Fully responsive + Engaging animations (same as desktop)
Families	Rescue Me helps dogs, cats, horses, birds, and other animals find homes.	**Okay** + Easy to navigate and find information - Missing characters	**Needs work** - Navigation is hard to read - Not responsive

UX *(rated: needs work, okay, good, or outstanding)*		
Website Interaction		
Features	**Accessibility**	**User flow**
Good + "Create account" feature + Can save search result - No favorites - No video of pet	**Needs work** - Website only available in English	**Good** + Easy to find the navigation menu + Easy to find key info - Pet list page is too busy
Good + "Create account" feature + Can save search result - No favorites - No video of pet -	**Needs work** - Website only available in English - Navigation menu isn't compatible with screen reader technologies	**Okay** + Fun to use + Easy to find key info - Home page is cluttered with images - Difficult to find key info due to animation load time
Needs work + Search by breed - No favorites - No video of pet - No user sign up feature	**Needs work** - Website only available in English - Navigation menu isn't compatible with screen reader technologies - Navigation menu is included as an image and is hard to read	**Outstanding** + Easy to find key info + Info is kept up to date (e.g., holiday opening)

	Website visual design		Website content	
Navigation	**Brand identity**		**Tone**	**Descriptiveness**
Outstanding + Very easy to navigate + Familiar way to navigate (e.g., arrow icons)	**Outstanding** + Strong brand identity, including colors, font, style, motion, imagery, and photography		Friendly and indirect	**Outstanding** + Easy to follow + Short and to the point
Needs work - Difficult to navigate due to big animation size - Unfamiliar way to navigate	**Outstanding** + Strong brand identity, including colors, font, style, motion, imagery, and photography		Fun and indirect	**Outstanding** + Short and to the point
Needs Work - Somewhat difficult to navigate - Some links are not clickable - Unfamiliar way to navigate	**Okay** + Clear color scheme and art direction - Inconsistent font, photography, and imagery		Friendly and indirect	**Okay** + All key info is present - Unnecessary details