

## 1. Competitive audit goal(s)

Compare the user experiences of each competitor's app.

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

Our key competitors are Petfinder, Adopt-a-Pet, and Rescue-me. Petfinder and Adopt-a-Pet are direct competitors. Rescue-me is an indirect competitor.

## 3. What are the type and quality of competitors' products? (Description)

Petfinder is a for-profit internet company that operates the largest online pet adoption website serving all of North America. From the comfort of their personal computers, pet lovers can search for a pet that best matches their needs. They can then reference a shelter's web page and discover what services it offers. Petfinder also includes discussion forums, a pet-care resource directory and a library of free pet-care articles to help keep pets in their homes. Pet information does not include video and it is only available in English.

Adopt-a-Pet is a platform that helps thousands of pet adoption agencies find homes for dogs and cats. It contains a search feature which allows users to search by breed, location, size, age, sex, color and more. The web site allows people to sign up to receive an email when a pet that satisfies their criteria appears in a local shelter. "Adopt a Pet" also contains information on pet care for first-time pet owners and publishes a newsletter. The web site also lists volunteer opportunities and promotes spaying and neutering of the pets. The site is only available in English.

"Rescue-me" is a platform on which dogs, cats, horses, birds, and other animals find homes. It contains navigation menus which is difficult to locate and not compatible with screen reader technology. The platform also allows users to create account, but the account creation process feels tedious for users. The website is not responsive and the home page is cluttered with images and unnecessary information.

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



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Petfinder markets itself to customers as a pet adoption platform that serves the entire North America. All pet lovers can easily search the pets that meet their requirements. However, they are only equipped to serve English-speaking audience.

Adopt-a-Pet markets itself as a platform that allows users to adopt and re-home pets of different breeds and sizes.

Rescue-me advertises itself to users as a pet adoption site that helps dogs, cats, horses, birds, and other animals find homes by connecting them to potential adopters.

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

Petfinder markets itself to customers as a pet adoption platform that serves the requirements. However, they are only equipped to serve English-speaking audience.

Adopt-a-Pet markets itself as a platform that allows users to adopt and re-home pets of different breeds and sizes.

Rescue -me advertises itself to users as a pet adoption site that helps dogs, cats, horses, birds, and other animals find homes by connecting them to potential adopters.

## 6. Competitors' strengths (List)

Petfinder's strengths include:

- Responsive visual design
- Discussion forum that connects adopters with pet specialists
- Strong brand identity, including colors, font, style, motion, imagery, and photography
- Easy and familiar way of navigation

Adopt-a-Pet's strengths include:

- Responsive design
- Strong brand identity, including colors, font, style, motion, imagery, and photography
- Accurate search feature which allows users to find pets that fits their lifestyles



Rescue-me's strengths include:

- Advanced search feature
- Clear color scheme and art direction
- Frequent update of key information

## 7. Competitors' weaknesses (List)

Petfinder's weaknesses include:

- Not expanding its language options
- Not making better use of modern phone technology like fingerprint recognition and voice assistants
- Video information of pet is not available

Adopt-a-Pet's weaknesses include:

- The process to create account is tedious
- Information about adoption process is not detailed
- Incompatibility of web elements with accessibility tools
- Some pages are cluttered with unnecessary information
- Video information of pet is not available

Rescue-me's weaknesses include:

- Website is not responsive
- Incompatibility of web elements with accessibility tools
- The process to create account is tedious
- Information about adoption process is not detailed
- Some pages are cluttered with unnecessary information
- Video information of pet is not available

## 8. Gaps (List)

Some gaps we identified include:

- Petfinder, Adopt-a-Pet, and Rescue-me doesn't include video that shows the behaviour and interaction of each pet with other pets
- The three platforms have no detailed information about adoption process
- Adoption process lacks easy user flow



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- Websites are not available in multiple languages

## 9. Opportunities (List)

Some opportunities we identified include:

- Include video that shows the behaviour and interaction of each pet with other pets.
- Include detailed information about adoption process
- Adoption process should be designed to ensure easy user flow
- Website should be available in multiple languages

