

Competitive audit	GOAL: examine and assess the strategies, services, and strengths of sports medicine physicians' centers to identify any potential areas for improvement, gain a competitive edge, and enhance the overall effectiveness of our center.																																																
General information													UX (what needs work, what's good, or outstanding)																																				
Competitor type	Location(s)	Product offering	Price (if free)	Website (URL)	Business idea (and research target)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	Interaction	User flow	Navigation	Brand identity	Visual design	Tone	Content	Descriptions																														
#1 Elite TraumaCare Center	Direct	Barcelona, Spain		\$55	www.elitetracare.com	Medium	Athletes, sports enthusiasts, and individuals seeking advanced medical services, including diagnosis, rehabilitation, and specialized therapies.	Comprehensive care through a multidisciplinary approach, integrating technology and personalized treatment plans.	GOOD Website clear layout and easy navigation Content effectively digest their services and expertise in technology and sports medicine Visuals effective expert could be improved by enhancing the visual design and incorporating more engaging elements to present a stronger impact on visitors.	OKAY Website user-friendly interface with clear navigation. It is easy to access information about their services and expertise in sports medicine. App experience could benefit from more visual enhancements to ensure smooth and consistent navigation.	GOOD Website helpful features like appointment booking, 24/7 contact portal, and informative resources on conditions and treatments. App effective use of an online chat or virtual consultation option.	GOOD Website clear fonts, proper color contrast, and alt text for images. The website is readable for individuals with visual impairments. App You could improve by providing multiple language options or translation services for non-native speakers.	GOOD Website smooth and easy user flow. Easy to figure out where find information, take necessary actions. App Clear, concise pathway guidance to help find specific information or services more easily.	OKAY Website well-structured navigation with a clear and organized menu. App Website a more prominent search function would be beneficial for users to quickly find specific content.	GOOD Website visually appealing brand identity with a professional and modern visual design. App Website further differentiation or unique visual elements that could make the brand identify more distinctive and memorable.	The team is reassuring and empathetic, emphasizing their commitment to patient care.	GOOD Website effectively convey detailed information about their technology and sports medicine services, emphasizing various procedures, treatment options, and recovery processes in a clear and informative manner. App Website content is user-friendly to further facilitate the effectiveness of their treatments.																																
																		#2 OrthoPro Clinic	Indirect	Madrid, Spain	\$55	www.orthopro.com	Small	Patients requiring orthopedic services and specialized care, including orthopedic surgeons and physiotherapists.	Expertise in complex orthopedic procedures, state-of-the-art facilities, and a renowned team of specialists.	GOOD Website comprehensive overview of the services and facilities, and a renowned team of specialists. App Expertise in complex orthopedic procedures, state-of-the-art facilities, and a renowned team of specialists.	OKAY Website visually appealing design with a clear navigation. App Website visually appealing design with a clear navigation.	OUTSTANDING Website very comprehensive information on various orthopedic procedures, and easily contact the clinic for inquiries or appointments. App Website comprehensive information on various orthopedic procedures, and easily contact the clinic for inquiries or appointments.	OUTSTANDING Website comprehensive accessibility on their website, offering user-friendly, accessible user interface, and alt text for images. I language translation option. App Website that time could be improved.	OKAY Website user-friendly and efficient user flow. Smooth navigation through various sections, and easily contact the clinic for inquiries or appointments. App Website comprehensive information on various orthopedic procedures, and easily contact the clinic for inquiries or appointments.	OUTSTANDING Website modern and sophisticated interface, emphasizing user experience, and appealing and accessible brand image that resonates with the target audience. App Website consistency of branding additional visual elements to reinforce design approach, that could further differentiate OrthoPro Clinic from competitors and create a more unique and distinctive brand identity.	The team is reassuring and empathetic, instilling confidence in the institution's expertise and commitment to delivering exceptional orthopedic care.	OUTSTANDING Website comprehensive and detailed information about various orthopedic conditions, treatment options, and surgical procedures, helping patients gain a thorough understanding of their condition and what to expect. App Website could incorporate more patient stories or testimonials to further illustrate the effectiveness of their treatments and achieve more real-life examples of successful outcomes.																
																																		#3 SportsMed Institute	Direct	Barcelona, Spain	\$5	www.sportsmedinstitute.com	Large	Professional athletes, sports teams, and individuals seeking advanced medical services, including diagnosis, rehabilitation, and specialized therapies.	Integrating cutting-edge technology, sports-specific training, and personalized care for athletes and sports enthusiasts.	OUTSTANDING Website outstanding that impression with a modern, visually design, user-friendly interface, seamless navigation, effectively highlighting their sports medicine services. App Website content could be more descriptive, with in-depth information about their services, treatment approaches, and success stories.	GOOD Website good user experience with a responsive design, easy-to-use interface and well-organized content. App Website best time could be improved to present users with experiencing any delays or frustration.	GOOD Website basic features such as appointment scheduling and information about technology and sports medicine services. App Website more more advanced features such as interactive tools for training programs, personalized treatment plans, or virtual consultations.	OKAY Website basic accessibility on their website, with clear fonts and accessible user interface. App Website enhance accessibility further by providing alt text for images and ensuring the website for screen readers.	OKAY Website allows to navigate through various sections and find information about services, and treatment options. App Website there is room for improvement to make right-click navigation or integration of the navigation menu to make it more intuitive and user-friendly.	NEEDS IMPROVEMENT Website structured navigation system with a clear and concise menu to explore different sections. App Website there is room for improvement to make right-click navigation or integration of the navigation menu to make it more intuitive and user-friendly.	The team is friendly and empathetic, instilling confidence in the institution's expertise and commitment to patient care. Overall, SportsMed Institute's content tone successfully conveys expertise with a patient-centered approach.	OKAY Website informative descriptions of various orthopedic conditions, treatment options, and procedures, providing patients with a general understanding of their services. App Website further improve the descriptions of their content, allowing patients to gain a deeper understanding of the treatments and procedures they offer.