Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

Compare the preview capabilities of competitor's apps and websites.

2. Who are your key competitors? (Description)

Our key competitors are ArcadeRadar and MetaCritic. The former is a small business but a direct competitor, the later is a large business but an indirect competitor. Retro Game Reviews is also a competitor.

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

MetaCritic is simple, yet visually appealing and has a very good website and app. It has a large database of reviews. ArcadeRadar is only an app, visually very appealing and has blog features.
Retro Game Reviews is a simple website with a retro feeling, it might be preferred by older people.

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

MetaCritic is the absolute industry leader, hands down. Retro Game Reviews might enjoy a niche market.

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

MetaCritic is "nomen est omen", it is a meta website about critics. ArcadeBar outlines the ease-of-use. Retro Game Reviews doesn't really talk about itself.

6. Competitors' strengths (List)

MetaCritic:
-Large database
-Ease-of-use
-Optimised for desktop and mobile

ArcadeRadar:
-Link to blog posts
-Dark Mode
-Test button

Retro Game Reviews:
-Minimalistic interface

7. Competitors' weaknesses (List)

MetaCritic:
-No accessibility features

ArcadeRadar:
-No website

Retro Game Reviews:
-Not optimal for mobile
-No search options
-No accessibility features
-Outdated design

8. Gaps (List)

One gap I identified is the lack of social interactions.

9. Opportunities (List)

-Swiping mechanism

-More social interactions, eg. friend list

-Group recommendations

-Recommendations using machine learning