Competitive audit

Goal: compare the experience of game reviews or previews offered

	General information								UX (rated: needs work, okay, good, or outstanding)								
									First impressions		Interaction				Visual design	Content	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Metacritic	Indirect	Global	Game reviews	Free	metacritic.com/game	large	Gamers	Largest collection of reviews, both professional and user	**Outstanding** + Simple to navigate + Features the right amount of images	**Outstanding** + Easy to use - Didn't find a dark mode	**Good** + The largest collection of reviews - No previews	**Needs work** - No accessibility features	**Outstanding** +Does what it promises	**Outstanding** + Easy to find what I want	**Outstanding** + Simple, yet very useful	Formal	**Outstanding** + Important information quickly available + Largest database of reviews
ArcadeRadar	Direct	Global	Arcade game previews	Free	https://www.behance.net/gallery/150320267/Arcade-game-preview-app?tracking_source=search_projects%7Carcade	small	Arcade Gamers	Focuses on arcades	**N/A**	**Outstanding** + Very nice design + Looks easy to use	**Outstanding** + Features videos and blog posts	**Outstanding** +Design is accessible for people with vision and motion impairments	**Good** + Looks straightforward	**Outstanding** + Every button is really nice	**Good** +Uses only a few colors, but it's enough	Brief description	**Outstanding** + Features both videos and blogs
Retro Game Reviews	Indirect	Global	Retro game reviews	Free	https://www.retrogamesreview.co.uk	small	Retro Gamers	Focuses on retro games	**Okay** + Easy to use + Very 90's feeling	**Needs work** - No dedicated mobile experience	**Okay** + Lot of reviews - No extra features	**Needs work** - No accessibility features at all	**Needs work** - 90's feeling, needs update	**Need work** - Hard to use on a mobile - No search available	**Needs work** -Minimal brand identity	Friendly and informal	**Needs work** - Only one review for each game