

## 1. Competitive audit goal(s)

Compare the user experience of the competitor's trailer browsing website

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

Our key competitors are IMDb, a professional movies ratings website.

Our other competitor is iTunes Movie Trailers, which is a direct competitor that provides service to Apple users as well as non-Apple users.

traileraddict is a direct competitor that provides movies trailers of various genres to its users.

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

IMDb's app is simple but is incredibly easy to use. It lets users to choose movies either from movies rankings, search bar or random suggestions. IMDb places a strong emphasis on "Comprehensive collection of movies and reputable movie rankings", but doesn't limit from their users to leave ranking too. The app doesn't offer any audio accessibility features, though, and is available only in English.

iTunes Movie Trailers's website is minimalist designed. It provides additional support and services to Apple users too, by directing them to another website. However, font size is too small to be read on desktop.

traileraddict is visually more ornate and geared towards helping users navigate its large menu. What makes it special is that users can leave their thoughts and comments under the movie trailer, even if it's not relevant to the movies, and this feature can be its disadvantage too, since some users might dislike the messy comment section.

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



IMDb positions itself as offering “comprehensive collection of movies and reputable movie rankings”. IMDb doesn't cost and it's reliable. It serves as the standard to all other movie trailer browsing website as well as movie rankings website

iTunes Movie Trailers positions itself as “connecting users to other Apple services.” Their website is geared towards movies lovers who would like to watch movies purchased from iTunes on their iPhone or iPad.

Traileraddict positions itself as the “best place for movie lovers.” They offer a simple-to-navigate website and minimalist design that can be viewed on any devices easily.

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

IMDb positions itself as offering “comprehensive collection of movies and reputable movie rankings”. IMDb website is made for everyone who loves movies.

iTunes Movie Trailers positions itself as “connecting users to other Apple services.” It's made for non-Apple users too, as owing an Apple account is not mandatory.

traileraddict positions itself as the “best place for movie lovers.” It's made for everyone, especially for users who doesn't know how to start.

### 6. Competitors' strengths (List)

IMDb's strengths include:

- Provides advanced search
- Support search in other languages
- Website and app is easy to use

iTunes Movie Trailers's strengths include:

- Connect to Apple's user other utilities
- Able to watch trailer and movie description without signing in
- Making customers feel welcome

traileraddict's strengths include:

- easy to navigate between different feature
- Font size is large for elders to read
- Able to leave comments



## 7. Competitors' weaknesses (List)

IMDb's weaknesses include:

- Must sign to view the ratings
- Video has no closed caption

iTunes Movie Trailers's weaknesses include:

- Font size appears small on desktop
- Contains many links that're not relevant to movie trailer

traileraddict's weaknesses include:

- Most movies suggested are English movies
- Dull background colors and low color contrast

## 8. Gaps (List)

Some gaps we identified include:

- Competitor products don't offer ticketing booking features
- Competitor products provide a limited amount of accessibility features

## 9. Opportunities (List)

Some opportunities we identified include:

- Offer redirecting to ticketing booking.
- Integrate our app with voice assistive technology
- Create a straightforward process for previewing, bookmarking movies trailers and booking tickets

