

Competitive audit		Competitive audit goal														UX (expect needs work, okay, good, or outstanding)									
General information									First impressions																
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	Interaction	User flow	Navigation	Brand identity	Tone	Content								
Virginia Hospital Center	Direct	Arlington, Virginia	Hospital Appointment	\$\$\$\$	<a href="https://www.vhcenter.com/">https://www.vhcenter.com/</a>	Large	Virginia patient	Hospital in Virginia	Good • Clear • To much information popping up	Good • Clean design	Good • Exactly the same as desktop, fits perfectly	Excellent • Can find the chart, appointment, etc easily • No chat	Excellent • Everything seems good	Good • Easy to find what we are looking for • To much information when opening the website	Good • Because it's basic, it's easy to navigate • The hamburger button on the desktop version	Good • Feel good • No creativity	Good • Clean and intuitive • To much information everywhere	Excellent • Feel welcoming • No identify	It's make us feel like the hospital is gonna take care of us	Outstanding • There is everything someone who is going to the hospital can look for and even more					
The Johns Hopkins Hosp	Direct	Baltimore, Maryland	Hospital Appointment	\$\$\$\$	<a href="https://www.hopkinsmedicine.org/the_johns_hopkins_hospital">https://www.hopkinsmedicine.org/the_johns_hopkins_hospital</a>	Large	Baltimore patient	Hospital in Baltimore, with a good academic reputation from the university	Good • Feel good • No creativity	Good • Exactly the same	Excellent • Phone and Online Service • List of services online	Excellent • Accessible for people who can't go to the doctor • The website follow normal accessibility measures	Good • Easy to find what we are looking for • To much information when opening the website	Good • Because it's basic, it's easy to navigate • The hamburger button on the desktop version	Good • Clean and intuitive • To much information everywhere	Excellent • Feel welcoming • No identify	It's base mostly on the university tone and identity	Good • Really straightforward	Good • Easy to use • The printing is clear						
PlushCare	Indirect	San Francisco, CA	Online Doctor	\$\$\$\$	<a href="https://plushcare.com/online-doctor/">https://plushcare.com/online-doctor/</a>	Large	Online patient	Give access to online doctor	Good • Feel good • No creativity	Good • Exactly the same	Excellent • Phone and Online Service • List of services online	Excellent • Accessible for people who can't go to the doctor • The website follow normal accessibility measures	Good • Easy to find what we are looking for • To much information when opening the website	Good • Because it's basic, it's easy to navigate • The hamburger button on the desktop version	Good • Clean and intuitive • To much information everywhere	Excellent • Feel welcoming • No identify	It's base mostly on the university tone and identity	Good • Really straightforward	Good • Easy to use • The printing is clear						
Chum Montreal	Direct	Montreal, QC, CA	Hospital Appointment	\$	<a href="https://www.chumontreal.qc.ca/">https://www.chumontreal.qc.ca/</a>	Large	Montreal patient	Hospital in Montreal	Good • Feel good • Easy to navigate	Good • Exactly the same	Excellent • Phone and Online Service • List of services online	Excellent • Accessible for people who can't go to the doctor • The website follow normal accessibility measures	Good • Easy to find what we are looking for • To much information when opening the website	Good • Because it's basic, it's easy to navigate • The hamburger button on the desktop version	Good • Clean and intuitive • To much information everywhere	Excellent • Feel welcoming • No identify	It's base mostly on the university tone and identity	Good • Really straightforward	Good • Easy to use • The printing is clear						