Competitive audit Competitive audit and Competitive audit																		
	Competitive aud	it goal																
		General information							UX (rated: need; vord, clay good, or outstanding)									
									First im	pressions	Interaction				Visual design	Content		
	Competitor type (direct or indirect)	Location(s)		ce W	Vebsite (RL)	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	
Virginia Hospital Center	Direct	Arlington, Virginia	Hospital Appointment (a \$\$\$	SS <u>ht</u>	ttps://www.vhcheelth.org/	Large		Hospital in Virginia	Clear To much information popping up	Needs work - A bit to crowded	Excellent - chat for information, information or link about disease	+ Everything seems good	Need work - Easy to find what we are looking for - To much information when opening the website	Good - Clear and intuitive - To much information everywhere		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	pi Direct	Baltimore, Maryland	Hospital Appointment, p \$\$\$	ss bi	ttps://www.hopkinsmedicine, rg/the_johns_hopkins_hospital/	Large	Baltimore patient	Hospital in Baltimore, with a good science reputation from the university	Good + Clean design	Good + Exactly the same as desktop, fit perfectly	Excellent + Can find the chart, appointment, etc easily - No chat	Outstanding + More than 40 languages	Good + It's really basic, which is good for an hospital	Good + Because it's basic, it's easy to navigate - The hamburger button on the desktop version	Base on the University Blend, less cozy and welcomign	It's base mostly on the university tone and identity.	Good + Really straightforward	
PlushCare	Indirect	San Francisco, CA	Online Doctor \$\$\$		ttps://plushcare.com/online- loctor/	Large	Online patient	Give access to online doctor	Good + Feel good - No creativity	Good • Exactly the same		Excellent + Accessible for people who can't go to the doctor, + The website follow normal accessibility measure	Okay - Nothing outstanding	Good + Simple	Okay - Don't have a unique identity	It's feel like the paypal version of hospital	Good • Easy to use • The pricing is clear	
Chum Montréal	Direct	Montreal, QC, CA	Hospital Appointment \$	bt	ttps://www.chumontreal.gc.ca/	Lirge	Montreal patient	Hospital in Montreal	Good • Feel good • Easy to navigate	Okay + A bit crowded	Okay - No chat	Okay -Hard to get appointment	Good • The exterior is nice and nice	Okey - The flow for the patient is harder to navigate	Okey - Doesn't feel welcoming - No identity	Professional	Good - Easy to get general information - Hard to get information for appointment already scheduled.	