

1. Competitive audit goal(s)

Comparing different website to take a doctor appointment

2. Who are your key competitors? (Description)

There aren't competitors when we look at hospital, mostly in Canada, it's all allies. So, the key is not to do better than other, but to normalize the process. In Quebec, we already have some normalization (which is really badly design)

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

All the hospitals follow a similar type of layout, which is kind of blend, the only one which was more comforting was the Virginia Hospital Center.

The Johns Hopkins Hospital and CHUM were more centered around research, and it's showed a little bit in the tone.

All of them were simple and easy to use at first hand. The problem is during the scheduling phase, the worst was the CHUM with a subsystem archaic.

The Virginia Hospital was the best because they also included a chat to help during the process.

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

Maybe it's my Canadian eyes, but hospitals aren't a market, it's a network.

Each hospital deserves a different population base on the location. The general layout was standard.

The difference is between hospital and university hospitals, like John Hopkins and CHUM, which also give information about courses and all.

The only one that really is more commercial is PlushCare with Online Doctor, which is unique compared to the other. The service is not the same, although the layout is almost the same.

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



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Johns Hopkins and CHUM talk in terms of research and specialist institute, while Virginia put the effort on a more comforting and caring place. In the end, it's all health care business, so the brand is more blend than for a coffee shop or something.

The PlushCare feel more like the PayPal of medicine, which show itself like the more convenient care possible.

6. Competitors' strengths (List)

Virginia Hospital

- The chat was convenient
- The most welcoming and caring tone

Common to all

- A lot of information's about disease and medicine
- All the same easy to use layout

John Hopkins and CHUM

- Feel like the top of the line in terms of specialist
- Courses availables and extra onsite information

PlushCare

- Unique service
- Easy access to mental health



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7. Competitors' weaknesses (List)

Virginia Hospital

- To much stuff, I couldn't see the body of the html sometime

Common to all

- Feel blend (except Virginia Hospital

John Hopkins and CHUM

- Could be more welcoming

PlushCare

- Feel like Paypal (meaning, it's more corporate than caring)

8. Gaps (List)

Some gaps we identified include:

- Calendar
- Online meeting (except for PlushCare)
- Creativity in the layout

9. Opportunities (List)

Some opportunities we identified include:

- Creative layout that don't feel to much
- Chat service (inspired by Virginia Hospital)
- Link to online course (like CHUM and Hopkins)

