Competitive audit	Goal: Compare the user experience of each competitor's		
	Competitor type	**Location**	**Product offering**
	-	India	Book Photographers online
Burger Nest	Direct	India	Book Photographers online
The Spotty Cow	Direct	India	Book Photographers online
Beef Eaters	Direct	India	Book Photographers online

website

	General information			
Price	Website	Business size	Target audience	Unique value proposition
$$	wedmegood.com	large	Families	Find and book wedding photographers, venues, and other wedding vendors.
$$	shaadi.com	large	Families	Find and book wedding photographers, venues, and other wedding vendors.
$$	canvera.com	large	Families	Find and book wedding photographers, venues, and other wedding vendors.
$$	justdial.com	large	Families	Find and book wedding photographers, venues, and other wedding vendors.
$$				

First impressions	
Desktop website experience	**Mobile website experience**
Good + Visually appealing - Feels dense and overwhelming in places	**Good** + Fully responsive - Interaction was not as smooth on mobile
Okay+ Welcoming and easy to use - Feels d∈	**Good** + Fully responsive + Animations added to enhance the mobile experience - Menu is hard to read
Outstanding + Fun and easy to use + Engaging animations + Clear branding	**Outstanding** + Fully responsive + Engaging animations (same as desktop) + App can be downloaded to collect points
Okay+ Easy to navigate and find information-	**Okay** + Key information is present - Not fully responsive

Features	Accessibility
Good + Online ordering feature + "Create account" feature	**Good** + Website available in two languages + Images of menu items are clear and legible - Menu isn't compatible with screen reader technologies
Okay + "Create account" feature - Users have to download PDF of menu to open it	**Needs work** - Website only available in English - Menu is included as an image and is hard to read
Outstanding + "Create account" feature + Store locator feature + Online ordering feature with pickup/delivery options	**Needs work** - Website only available in English - Menu isn't compatible with screen reader technologies
Needs work - Users have to download PDF of menu to open it - Checkout process requires user to input payment info twice	**Okay** + Website available in two languages - Menu isn't compatible with screen reader technologies - Menu is included as an image and is hard to read

UX _(rated: needs work, okay, good, or outstanding)_	
Interaction	
User flow	**Navigation**
Good	**Outstanding**
+ Easy to find key info (menu, location, hours)	+ Easy to navigate
- No clear hierarchy, difficult to scan quickly	+ Clear indication of clickable elements
Okay	**Okay**
+ Easy to find the menu	- Somewhat difficult to navigate
- Needed to search to find hours	- Some elements seem clickable but are not
- Home page is too busy	
Okay	**Needs work**
+ Fun to use	- Difficult to navigate due to big animation size
- Difficult to find key info (menu, location, hours) due to animation load time	- Unfamiliar way to navigate
Outstanding	**Outstanding**
+ Easy to find key info (menu, location, hours)	+ Very easy to navigate
+ Info is kept up to date (e.g., holiday opening)	+ Familiar way to navigate (e.g., swipe)

Website visual design	
Brand identity	**Tone**
Good + Clear color scheme, font, and art direction - Inconsistent use of imagery and photography	Serious and direct Friendly in some places
Needs work- No brand identity at all	Friendly and indirect
Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photography	Fun and indirect
Okay + Clear color scheme and art direction - Inconsistent font, photography, and imagery	Friendly and indirect

Website content

Descriptiveness

Good
+ All key info is present
- Too descriptive

Okay
+ All key info is present
- Unnecessary details

Outstanding
+ Short and to the point

Outstanding   + Easy to follow   + Short and to the poin