



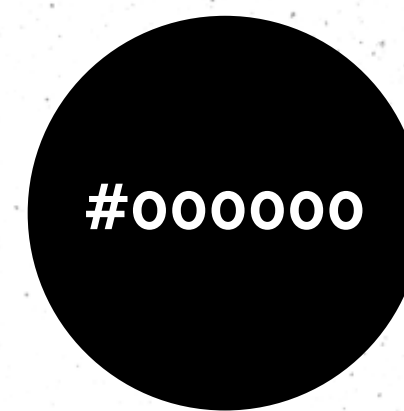
MEDIABIT COMPETITIVE SET & AUDIT

The following document is quick look at how we boost ideas, learning what other players do on the market, things you can consider as a solution, and things to avoid (mistakes you can learn from) .



BRAND COLOR SCHEME

Selecting the simplest and cleanest color that is easily customizable and adjustable according to whatever collateral it will be applied to.



BRAND COLOR LOGO

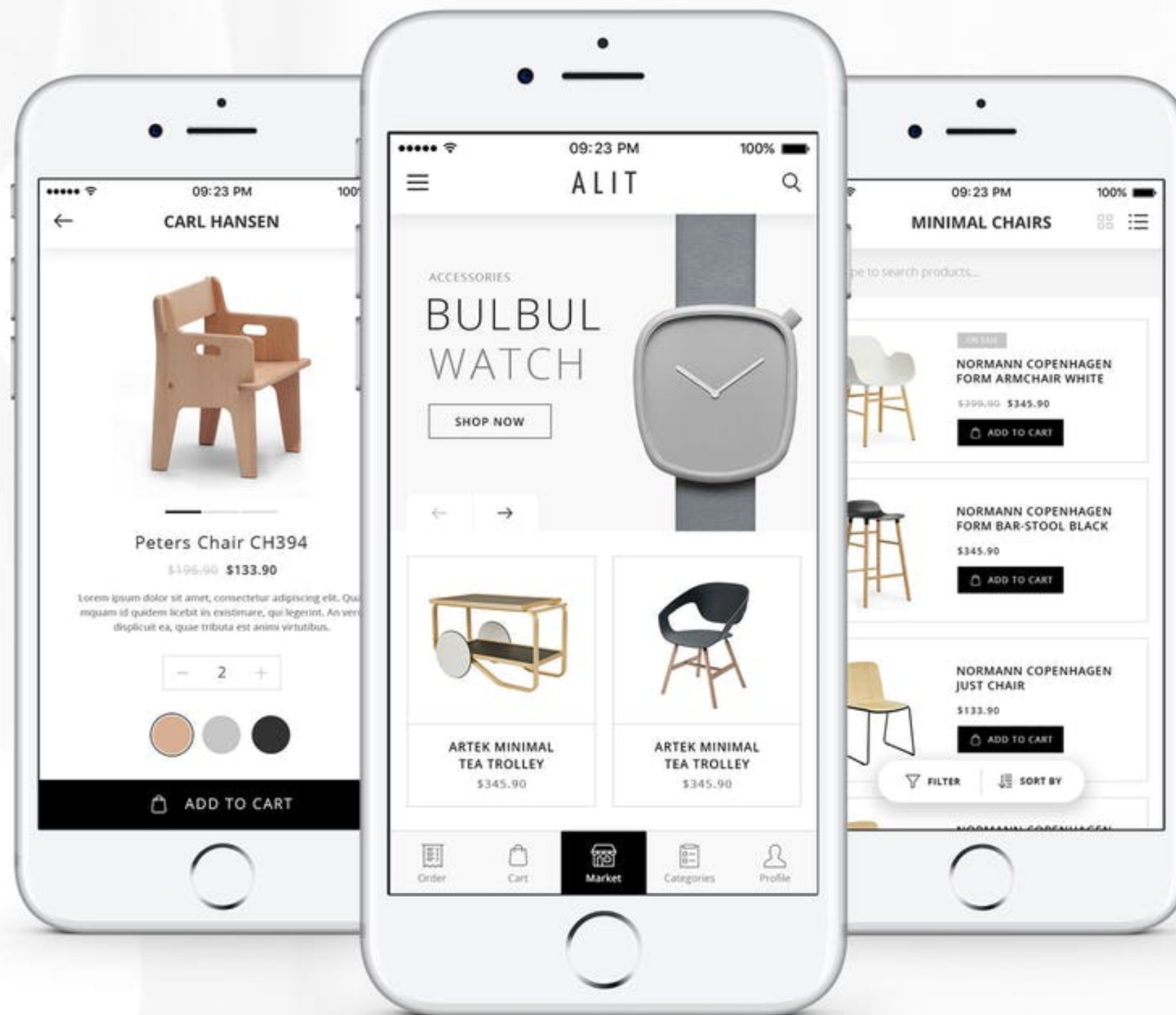
CueMe

COMPETITIVE SET #1



ALIT

eCommerce iOS APP UI
PSD Template



USERNAME

andreapierce@invisionapp.com

PASSWORD

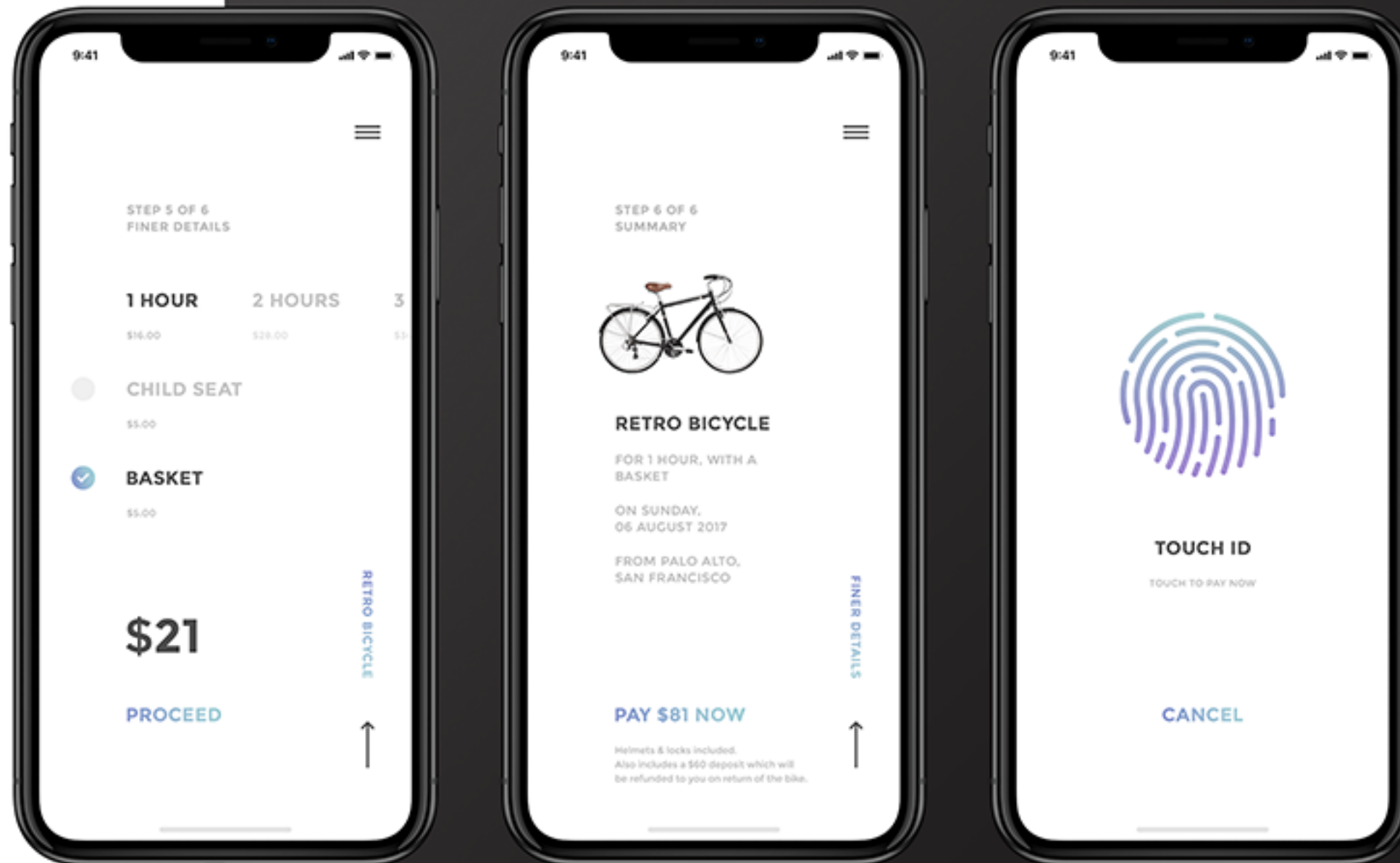
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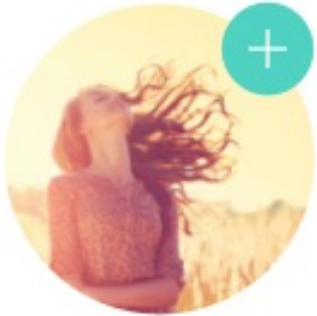
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COMPETITIVE SET #2





Sign up



FULL NAME

Andrea Pierce

EMAIL

andrea@invisionapp.com

PASSWORD

••••••••

BIRTHDAY

May 15, 1984

Create

ALREADY HAVE AN ACCOUNT

SIGN IN



COMPETITIVE AUDIT #1

Don't.

Don't be cryptic, explain simply

Don't overuse imagery

Don't over saturate the home page

Do.

Do human connection ... it's more on brand

Do provide easy to understand value indicators

Do assess value prop and make sure it's strong

Do make the functionality more intuitive

Don't overuse imagery

Don't over saturate the home page

PLAN #1

