

1. Competitive audit goal(s)

Focus on the products, brand positioning, and communication strategies, as well as identifying gaps and opportunities that can inform the design of a showtime check-in app for a movie theater.

2. Who are your key competitors? (Description)

Cineplex is our direct competitor, which offers a wider range of movies. Providing an easy and convenient movie-going experience

Netflix and Disney Plus are our Indirect competitors, and both are leaders in global streaming with monthly/ annual subscriptions offering a wide collection of movies, tv shows, and exclusive content.

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

Cineplex provides movie theater experiences, offering a range of movies and showtimes for customers to choose from, delivering an enjoyable in-theater experience.

Netflix offers a streaming platform with a diverse library of movies and TV shows. Centered on delivering convenient and on-demand entertainment experiences for users.

Disney Plus provides a streaming service that offers a comprehensive collection of Disney franchises. Their product quality emphasizes delivering a family-friendly and nostalgic entertainment experience

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

Cineplex positions itself as a leading movie theater chain, focusing on providing a wide range of movie options, convenient showtimes, and seamless ticket booking services.

Netflix is a premier streaming platform, offering a vast library of content, personalized recommendations, and the flexibility to stream anytime and anywhere.

Disney Plus is a family-oriented streaming service, showcasing the magic of Disney's beloved franchises, exclusive content, and the opportunity to immerse oneself in a world of entertainment.

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



Part 2 - Competitive Audit Report

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Cineplex communicates its offering through an informative and straightforward tone. Their content focuses on providing essential movie and showtime details, guiding users through the ticket booking process.

Netflix employs a casual and engaging tone in its communication, enticing users with personalized recommendations, engaging content descriptions, and user reviews to guide decision-making.

Disney Plus uses a nostalgic and family-friendly tone in its communications, highlighting the magic and iconic characters associated with Disney, as well as offering behind-the-scenes features and exclusive content.

6. Competitors' strengths (List)

Cineplex:

- Wide range of movies and showtime.
- Establish brand recognition in the movie theater industry.

Netflix:

- Diverse content library.
- Personalized recommendations and seamless experience across devices.

Disney Plus:

- Exclusive content beloved Disney
- Nostalgic entertainment experience

7. Competitors' weaknesses (List)

Cineplex:

- Limited interactive features and social integration on their digital platforms.
- Minimal customization options.

Netflix:

- Dependency on licensing agreements for content.
- Limited offline viewing options.

Disney Plus:

- Limited customization options.
- Potential gaps in content diversity outside of Disney franchises.

8. Gaps (List)



- Opportunities for seamless integration between the movie theater experience and the digital platform
- Potential to enhance personalization and recommendation features tailored to individual preferences.
- Room for improvement in immersive and interactive elements to create a richer user experience

9. Opportunities (List)

- Integrating social features to facilitate movie-related discussions and recommendations among users.
- Offering personalized showtime suggestions based on user preferences and past attendance.
- Incorporating interactive elements, such as movie trivia or interactive seating maps, to engage users.

