**Competitive audit**     Competitive audit goal

| | Competitor type (direct or indirect) | Location(s) | Product offering | Price ($ - $$$$) | Website (URL) |
|---|---|---|---|---|---|
| | | | | | **General information** |
| **Cineplex** | Direct | Canada | Movie showtimes | $$ | https://www.cineplex.com/ |
| **Netflix** | Indirect | Globally | Streaming platform | Monthly/annual subcription | https://www.netflix.com/ca/ |
| **Disney Plus** | Indirect | Globally | Streaming platform from d | Monthly/annual subscription | https://www.disneyplus.com/en-ca |

| Business size (small, medium, large) | Target audience | Unique value proposition | Desktop website experience | First imp |
|---|---|---|---|---|
| **Cineplex** - Medium | Broad audience | the diverse range of movies options, special events to enhance the moviegoing experience | **Okay** Visually appealing, easy-to-navigate interface - Improved search functionality, slow loading times | |
| **Netflix** - Large | Broad audience | A vast library of on-demand content, flexible entertainment experience | **Good** Greets user with a Visually striking and personalized interfaced -Overwhelming due to the sheer of volume of contect | |
| **Disney** - Large | Broad audience | Exclusive content from Disney's extensive library, unique entertainment experience for Disney fans | **Outstanding** Visually captivating and immersive design, highlights popular content - organization of navigating between franchises and related contect | |

| pressions | | | Intera |
|---|---|---|---|
| **App or mobile website experience** | **Features** | **Accessibility** | |
| **Cineplex - Needs work** Streamlined and Visually engaging experience<br>- delays or crashes, difficulties to find specific locations | **Needs Work**<br>+ Essential features such as showtime listings and ticket booking<br>- Personalized recommendations | **Good**<br>+ readable text and clear visual hierarchy<br>- Alternative text for images and enhancing keyboard navigation | |
| **Netflix - Good** Excellent responsiveness and intuitive navigation<br>-Abundance of content makes it challenging to navigate | **Outstanding**<br>+ Vast range of feature, personalized recommendations, offline downloads, and seamless streaming across devices | **Good**<br>+ User-friendly interface, adjusting subtitles and audio<br>- alternative text for images and keyboard accessibility | |
| **Disney - Good** User-friendly experience, replicating the enchantment of the desktop website<br>-Minor glitches or slow loading accessing to certain features | **Good**<br>+ Ability to create a watchlist and personalized profiles<br>- Advanced filtering and interactive options | **Good**<br>+ Adjustable subtitles and audio prioritizing accessibility<br>- Improve keyboard and alternative text | |

| UX *(rated: needs work, okay, good, or outstanding)* | | |
|---|---|---|
| ction | | **Visual design** |
| **User flow** | **Navigation** | **Brand identity** |
| **Cineplex - Good**<br>+ Smooth, allows users to browse without significant issues<br>- Reduce the number of steps required for certain actions | **Good**<br>+ Clear and intuitive, find relevant information<br>- Add more comprehensive categorization and search filters | **Good**<br>+ Good use of colors and typography, clear and prominent display. -Limited use of visual storytelling or immersive elements |
| **Netflix - Outstanding**<br>+ Seamless transition between browsing, searching, streaming content. Ability to pick up where users left off across devices. | **Outstanding**<br>+ Intuitive and well-designed, enabling users to explore a vast library, adapt well to different devices | **Outstanding**<br>+ Cohesive and visually appealing interface<br>- Abundance of content and visual overwhelming |
| **Disney - Good**<br>+ Navigate through franchises, discover new content<br>- Simplifying content organization and recommendations | **Good**<br>+ Clear, enabling users to browse different franchises, genres<br>- Additional categorization and more advanced search filters | **Outstanding**<br>+ Evokes magic and nostalgia associated with Disney<br>- Ensure a more consistent and polished experience, with limited customization |

| Content | |
|---|---|
| **Tone** | **Descriptiveness** |
| **Cineplex:** Informative and straightforward, focusing on providing essential information releated to movies, showtimes and ticket booking | **Good**<br>+ Clear and concise information, details are promiently<br>- More engaging and interactive to create a richer User Experience |
| **Netflix:** Casual, engaging, and tailored to streaming entertainment experience. It aims to create excitement and intrigue around the available content | **Good**<br>+ Detailed and engaging descriptions, personalized recommendations<br>- Abundance of content to find specific details |
| **Disney:** Nostalgic, magical, and family-friendly. It aims to evoke a sense of wonder and joy associated with Disney | **Good**<br>+ Emphasizes inclusion of Disney's iconic franchises, offer insights into related content<br>- Categorizations and filtering options. |