

ABO - Competitive audit

Reference	LSCD official site	Klook	Timeable	Timeout.com.hk
Link	https://www.lcsd.gov.hk/tc/index.html	https://www.klook.com/zh-HK/event/2-hong-kong	http://timable.com/	https://www.timeout.com.hong-kong
Target Audience	Hong Kong citizens	Gobal citizens	Hong Kong citizens	Gobal citizens
Site content	<ul style="list-style-type: none"> - Introduction to LSCD - Showcase events/venus under LSCD - Online booking system 	<ul style="list-style-type: none"> - Showcase events/venus in different city - Online booking system - Transportation booking / guideline 	<ul style="list-style-type: none"> - Showcase events/venus in HK / Macao / Melbo - Partly online booking system - Event promotion 	<ul style="list-style-type: none"> - Showcase events/venus in different city - Showvase trend / news of a city - Transportation booking / guideline
Event organize method	<p>Filter by</p> <ul style="list-style-type: none"> - Calendar - Event category (Icon + Text) - Search bar 	<p>Filter by</p> <ul style="list-style-type: none"> - Event category (Icon + Text) - Event search by date - Search bar 	<p>Filter by</p> <ul style="list-style-type: none"> - Calendar - Event time - Event category - Number of participants 	<p>Filter by</p> <ul style="list-style-type: none"> - Event time - Event category
Event cards	Event Card : Event card > Event blog post	Event Card : Display price at once > Event blog post	Event Card > Event blog post	Event blog post
Adventage	<ul style="list-style-type: none"> - Good looking filter feature - Avabile for online booking system (convenient) 	<ul style="list-style-type: none"> - Good looking filter feature - Avabile for online booking system (convenient) - Card system is clear display even with price - Navgiation : Mega menu for input all items 	<ul style="list-style-type: none"> - Filter are well designed (w/ new no. filter) - Simple layout - Allow others input new event to generate a fully discover event list 	<ul style="list-style-type: none"> - Gobal event are collected - Good looking filter feature
Disadavantage	<ul style="list-style-type: none"> - Spacing not enough, looks messy - Most used feature is no on the top (Event search) 	<ul style="list-style-type: none"> - Event category are too gerneal, need to review mega menu to show all 	<ul style="list-style-type: none"> - Simple layout, not much effort is put in design - Not all event support online booking via this site - Loading speed is slow 	<ul style="list-style-type: none"> - Not support all event online booking - Off focus becasue of the ads
Cap Screens				