### 1. Competitive audit goal(s)

| Compare the user experience of each competitor's website or app when booking a tutor. |
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### **2. Who are your key competitors?** (Description)

| Our key competitors are naučim.cz, who offer many types of tutoring like school subjects, skills, languages or music. The service is both online and offline. Naučim.cz is a direct competitor. Second competitor is Hedepy. Hedepy is an indirect competitor. Hedepy is online psychotherapy, offering service in another field, but offering similar products to a different set of users. |
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**3. What are the type and quality of competitors’ products?** (Description)

| Naučim.cz has a wide range of services, starting from school languages up to whatever skills. The whole design is simple and easy to follow. There is no App, but the website on mobile screen is responsive and nice to follow. I highlight user flow and descriptiveness, which is short and to the point, no extra unnecessary information.  Hedepy has a strong brand identity, with consistent visual effects. It describes the high quality of a service. The structure and design do not look overwhelmed. Hedepy has an App as well, which is easy to use. Therapist profiles include short videos about themselves, which is really helpful when trying to find our own. |
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**4. How do competitors position themselves in the market?** (Description)

| Naučim.cz is spread throughout the whole Czech republic, both online and offline. It offers a wide range of tutoring services. It targets students from primary to high school, but whoever can use the service.  Hedepy is spread throughout the whole Czech republic, only online. It targets people of all ages, as this theme is current at this time. It is a unique project where specialists are listed and offer professional help. |
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**5. How do competitors talk about themselves?** (Description)

| Naučim.cz offers a wide range of tutoring services. Simply choose the tutors and write to them. It offers a wide range of possibilities, like tutoring online or offline, according to your city.  Hedepy offers professional help in mental health for individuals or a couple. It is a modern service with professionals. It provides a high level of privacy and calm atmosphere. |
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**6. Competitors’ strengths** (List)

| Naučim.cz - Short and to the point, no extra unnecessary information, easy to navigate, clear hierarchy, enough information  Hedepy - an outstanding App, therapists profile with short movie, chat feature, visually catchy and professional |
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**7. Competitors’ weaknesses** (List)

| Naučim.cz - weak brand identity, no App, visually old school, non interactive tutor profile  Hedepy - no weaknesses found |
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**8. Gaps** (List)

| Naučim.cz lacks interactive features about tutors. Naučim.cz has gaps in visual design and brand identity. An App would be useful as well. |
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**9. Opportunities** (List)

| Naučim.cz - Improve brand identity and visual design. The structure of the website could be more structural and step by step divided. |
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