Competitive Audit Report

Competitive audit goals

To identify key competitors and assess their strengths, weaknesses and opportunities.

Who are your key competitors?

- Fever
- Paytm Insider

What are the type and quality of competitors' products?

Both fever and insider offer a similar range of features, such as the ability to browse events by category, location, and date, to view event details, to book tickets and personalized recommendations.

How do competitors position themselves in the market?

Fever app positions itself as a personalized platform that helps users discover and experience new things. It does this by using machine learning to recommend events based on the user's interests and past behavior.

Paytm Insider positions itself as a one-stop shop for all things events and activities. It offers a wide range of events and activities to choose from, including live music, comedy, theatre, art, dining, weekend getaways, and live sport matches.

How do competitors talk about themselves?

Fever emphasizes their personalized event discovery and recommendations. They state on their website that they offer "users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences".

Insider emphasizes their products as the "finders and enablers of fun, with tickets to everything from the latest in live sports events, to music festivals and concerts, standup comedy and open mic shows, food and shopping festivals, theatre, workshops"

Competitors' strengths

Fever
- Personalized discovery experience for live events
- Wide range of events and activities

Insider
- Easy to use interface
- Convenient ticket delivery options

Competitors' weaknesses

Fever
- Higher ticket pricing
- poor customer support

Insider
- limited social service events
- poor customer support

Gaps

- lack of proper customer support
- lack of accessibility features
- limited personalization

Opportunities

- accessibility features like screen readers, voice over
- better customer support
- better personalization
- affordable ticket pricing
- easy to follow user interface