

Competitive Audit

Competitor's Name		Fever	Paytm Insider
General Information	Competitor Type	DIRECT	INDIRECT
	Location	NEW YORK, USA	MUMBAI, INDIA
	Product Offering	Curated list of events in your city to discover and book tickets for.	One-stop shop for discovering and booking events and activities.
	Price	\$\$\$\$	₹₹₹₹
	Website	https://feverup.com/	https://insider.in/online
	Business Size	LARGE	LARGE
	Target Audience	Students, Young Professionals, Volunteers	Students, Young Professionals, Volunteers
	Unique Value Proposition	personalized event recommendations, variety of exclusive discounts and promotions on events, seamless payment process, customer support.	wide range of events and activities, competitive ticket pricing, convenient ticket delivery options, seamless payment process, customer support
First Impressions	Desktop Web Experience	Outstanding <ul style="list-style-type: none">Well designed, Visually appealingClear branding	Good <ul style="list-style-type: none">Well designedEasy to use
	App / Mobile Experience	Outstanding <ul style="list-style-type: none">Fully-responsiveEngaging user interface	Good <ul style="list-style-type: none">Fully-responsiveGood search functionality
Interaction	Features	Outstanding <ul style="list-style-type: none">Create account, event listing, detailed view featurespayment process, e-ticket delivery featurescustomer support	Outstanding <ul style="list-style-type: none">Create account, event listing, detailed view featurespayment process, convenient ticket delivery, customer support featuresfeatures available in both web, app
	Accessibility	Needs Work <ul style="list-style-type: none">available in multiple languagesnot compatible with screen reader, voice over technology	Needs Work <ul style="list-style-type: none">available in multiple regional languagesnot compatible with screen reader, voice over technologyapp has good color contrast
	User Flow	Good <ul style="list-style-type: none">Easy to browse eventsevent details page packed with too much information	Outstanding <ul style="list-style-type: none">Easy to browse eventssimple and good user interface for event details page
	Navigation	Good <ul style="list-style-type: none">images take time to load while navigatinga bit confusing user interface for user with little knowledge on using apps.	Outstanding <ul style="list-style-type: none">Easy to navigateClear indication of clickable elements
Visual Design	Brand Identity	Good <ul style="list-style-type: none">Strong brand identity, clear color scheme, fontless spacing between UI elements	Good <ul style="list-style-type: none">Clear color scheme, font, stylebanner images horizontally compressed a bit in the home page
Content	Tone	Friendly, Fun and Direct	Serious and Direct
	Descriptiveness	Good <ul style="list-style-type: none">All key information is presentToo descriptive	Outstanding <ul style="list-style-type: none">Easy to followFocused on info relevant to target audience