

Competitive audit									
compare visual and purchasing experience of each competitors app									
	General information								First impressions
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience
Cineplex	direct	Canada, USA	Canadian movie theatre and family entertainment centre	free app	<a href="http://www.cineplex.com/">http://www.cineplex.com/</a>	large	Adults and children movies	Theater-specific app to book tickets, reserve seats, and order snacks at select cinemas with a membership option that provides points for purchases that can be used to get tickets. Watch at-home movie options. Shows trailers, descriptions and ratings for each movie	<b>Good</b> <ul style="list-style-type: none"> <li>+ Easy to use navigation at top with search bar</li> <li>+ Play icon for trailer and shows rating and description for each movie</li> <li>+ seating map to select seats</li> <li>+ Dark theme is easy on the eyes and consistent theme</li> <li>+ Location services option and can browse movie showtimes based on theatre</li> <li>+ filter movie selection by location and movie</li> <li>+ easy to navigate between pages</li> </ul> <ul style="list-style-type: none"> <li>- selecting tickets shows a popup on the right side with small movie icons. harder to see for people with visual impairment</li> <li>- no bookmark icons on the movies page</li> <li>- No list of upcoming movies</li> <li>-signup popup in the middle of the selecting movie experience</li> <li>- no selection filter based on time or genres</li> </ul>
AMC	direct	USA, UK, Ireland, Germany	AMC Theatres: Movies & More (App & Website)	free app	<a href="https://www.amctheatres.com/">https://www.amctheatres.com/</a>	large	Adults and children movies	Theater-specific app to browse theaters, order tickets, browse exclusive movie info, reserve seats, and order snacks with paid membership options; Also includes snack delivery to seat, membership perks and signup offers	<b>Good</b> <ul style="list-style-type: none"> <li>+ Detailed navigation with lots of information</li> <li>+ Now Playing movies with relevant info</li> <li>+ Dark theme with lots of photos that pop out</li> <li>+ Consistent use of color, typography, and buttons</li> <li>+ shows user reviews and imdb, rotten tomatoes etc ratings</li> <li>+ User watchlist</li> <li>+ Upcoming movie list</li> </ul> <ul style="list-style-type: none"> <li>- Lots of content on one page</li> <li>- No settings button</li> <li>- Sign in is hidden in logo (not intuitive)</li> <li>- hard to find user account details</li> </ul>
Book my Show	direct	India	Reserve your ticket for	free app	<a href="https://in.bookmyshow.com">https://in.bookmyshow.com</a>	medium	Adults	Bookmyshow has tickets to all kinds of different activities-movies or sports. get movie tickets, see upcoming movies, reserve seats, order snacks or reads news	<b>Okay</b> <ul style="list-style-type: none"> <li>+ Location finder or select location manually with city names and icons</li> <li>+ option to sign in first thing or skip</li> <li>+ top search bar with search engine notification icon or QR scanner to scan your tickets and get details</li> </ul> <ul style="list-style-type: none"> <li>- Visual clutter</li> <li>- too many ads</li> <li>- too many slideshows</li> <li>- navbar text too small</li> </ul>
Competitor #4 name									<b>RATING</b> <ul style="list-style-type: none"> <li>+ Successes</li> <li>- Drawbacks</li> </ul>

## Competitive audit

	UX				
	Interaction				
	App or mobile website experience	Features	Accessibility	User flow	Navigation
Cineplex	<p>Okay</p> <ul style="list-style-type: none"> <li>+ Easy to use navigation at bottom search bar</li> <li>+ Play icon for trailer and movie details provided</li> <li>+ consistent theme</li> <li>+ Location services option shows cinemas near you</li> <li>+ bookmark your favourite cinema</li> </ul> <ul style="list-style-type: none"> <li>- No bookmark icons on the movies page</li> <li>- harder to navigate to previous page, have to click multiple times to go to home page, no direct access</li> <li>- time on tickets purchase is 5 mins which is not enough for some people</li> <li>- no user rating just shows general movie age rating</li> <li>- ads while playing trailer which can not be skipped- wasted users time</li> </ul>	<p>Good</p> <ul style="list-style-type: none"> <li>+ bookmark your favourite cinema</li> <li>+ filter movie by location and movie name</li> <li>+ browse digital copy of tickets</li> <li>+ cineplex point system</li> <li>+ seat selection map</li> <li>+ multiple payment options</li> </ul> <ul style="list-style-type: none"> <li>- Language change option not clearly visible</li> <li>- No guest checkout</li> <li>- No fingerprint or face recognition sign in</li> </ul>	<p>Okay</p> <ul style="list-style-type: none"> <li>+ Dark theme with high contrast</li> <li>+ ability to zoom in on seating map</li> <li>+ handicap seats marked when selecting seats</li> </ul> <ul style="list-style-type: none"> <li>- some text very small to read</li> <li>- hidden logout button and language change button</li> <li>- no voice input options</li> <li>- small movie icons and back buttons for visually impaired</li> <li>- No upcoming movie details</li> <li>- No add to favourites or watch later movie options</li> <li>- seating map not enlarged to cover the screen and doesn't go back to normal size when reset pressed.</li> </ul>	<p>Okay</p> <ul style="list-style-type: none"> <li>+ easy to navigate</li> <li>+ clearly defined clickable options</li> </ul> <ul style="list-style-type: none"> <li>- timer on purchasing tickets and seat selection</li> <li>- 5 minutes time not enough to enter all details</li> <li>- no guest checkout and sign up popup appears in the middle for the purchasing experience</li> <li>- no user ratings so have to imdb to read reviews and ratings</li> </ul>	<p>Good</p> <ul style="list-style-type: none"> <li>+ searchbar at top is useful</li> <li>+ Bottom navigation bar in mobile app is intuitive and clear</li> <li>+ Movie icon onclick shows movie trailer and details</li> </ul> <ul style="list-style-type: none"> <li>- back button icon on mobile app too small</li> <li>- Select by date dropdown theme not consistent with the rest of the theme and text too small</li> <li>- hard to find logout button and change language button</li> <li>- No bookmark or favourite page</li> </ul>
AMC	<p>Good</p> <ul style="list-style-type: none"> <li>+ Location &amp; notifications options</li> <li>+ Movies displayed right away with filters at top</li> <li>+ Four tabs: See A Movie, Our Theatres, Food &amp; Drinks, and MY AMC</li> <li>+ Simple navigation, icons and filters organized at top</li> <li>+ top navbar with logo</li> <li>+ shows user reviews and imdb, rotten tomatoes etc ratings</li> <li>+ User watchlist</li> <li>+ Upcoming movie list</li> </ul> <ul style="list-style-type: none"> <li>- No Settings icon</li> <li>- Movie titles are small</li> </ul>	<p>Good</p> <ul style="list-style-type: none"> <li>+ Search bar</li> <li>+ Multiple Movie trailers</li> <li>+ Guest checkout</li> <li>+ multiple payment options</li> <li>+ timer only at credit card details section</li> <li>+ Dedicated "Food &amp; Drink" tab</li> <li>+ Photos of food and description</li> <li>+ Premium filters for movie and for theater</li> <li>+ Seat legend</li> <li>+ Text message reminder option for snack pick-up</li> </ul> <ul style="list-style-type: none"> <li>- No other movie filters by genre or time</li> <li>- sign in hard to find</li> </ul>	<p>Okay</p> <ul style="list-style-type: none"> <li>+ "Sensory Friendly Films" filter</li> <li>+ Dark theme</li> <li>+ Able to zoom in to seat reservation chart</li> <li>+ Handicap seats are marked</li> </ul> <ul style="list-style-type: none"> <li>- Many buttons are too far down on screen (quantity, add to cart, continue)</li> <li>- Very limited settings, somewhat hidden</li> <li>- No language translation</li> <li>- No voice input</li> </ul>	<p>Good</p> <ul style="list-style-type: none"> <li>+ Navigation at bottom guides user throughout app</li> <li>+ Movies presented straight away with filters, search, mail and account icons at top</li> <li>+ Snacks and drinks are organized with combos shown first</li> <li>+ option to guest checkout or sign in whenever the user wants through out the process</li> </ul> <ul style="list-style-type: none"> <li>- select seat first then enter the person ticket details and number of tickets purchased</li> </ul>	<p>Good</p> <ul style="list-style-type: none"> <li>+ Navigation is intuitive and placed at top</li> <li>+ Tab lights up to indicate which tab you're on</li> </ul> <ul style="list-style-type: none"> <li>- Some buttons are placed low to screen</li> <li>- No way to save or access cart once you exit</li> </ul>
Book my Show	<p>Good</p> <ul style="list-style-type: none"> <li>+ easy to navigate with top navbar</li> <li>+ Browse by multiple categories</li> <li>+ Explore upcoming movies or show ongoing showtimes</li> <li>+ filter movies based on genres, languages or showtimes</li> </ul> <ul style="list-style-type: none"> <li>- ads in app</li> </ul>	<p>Good</p> <ul style="list-style-type: none"> <li>+ movie discount offers</li> <li>+ coming soon movies</li> <li>+ in app user rating and votes</li> <li>+ movie cast photos and details</li> <li>+ details about select cinemas with link to google map, theatre amenities etc</li> <li>+ add to favourites option for ongoing and upcoming movies</li> <li>+ book tickets in advance for upcoming movies</li> <li>- movie trailers hard to find</li> <li>- movie section not separate, too many content in movie section not related to movies</li> </ul>	<p>Okay</p> <ul style="list-style-type: none"> <li>+ seat reservation map</li> <li>+ visual icons with text</li> <li>- small text in some areas</li> <li>- hard to navigate if you dont know exactly what you are looking for</li> <li>- low contrast and text too small</li> </ul>	<p>Needs work</p> <ul style="list-style-type: none"> <li>+ Visual icons with text makes it easier to select options</li> <li>+ filter movies by theatre, genre, showtimes</li> </ul> <ul style="list-style-type: none"> <li>- hard to navigate if you dont know what you are looking for</li> <li>- hard to find buy tickets button</li> </ul>	<p>Okay</p> <ul style="list-style-type: none"> <li>+ buy tickets button hard to find on desktop app</li> <li>+ books tickets is very smooth and easy to navigate with icons</li> </ul> <ul style="list-style-type: none"> <li>- ads on each page-visual clutter</li> <li>- hard to select movies if you dont know what you are looking for</li> <li>- press back button multiple times to get to home page</li> </ul>
Competitor #4 name	<p>RATING</p> <ul style="list-style-type: none"> <li>+ Successes</li> <li>- Drawbacks</li> </ul>	<p>RATING</p> <ul style="list-style-type: none"> <li>+ Successes</li> <li>- Drawbacks</li> </ul>	<p>RATING</p> <ul style="list-style-type: none"> <li>+ Successes</li> <li>- Drawbacks</li> </ul>	<p>RATING</p> <ul style="list-style-type: none"> <li>+ Successes</li> <li>- Drawbacks</li> </ul>	<p>RATING</p> <ul style="list-style-type: none"> <li>+ Successes</li> <li>- Drawbacks</li> </ul>

Competitive audit			
	Visual design		Content
	Brand identity	Tone	Descriptiveness
Cineplex	<b>Good</b> + Consistent theme and layout + Clear logo in desktop app  -No logo in mobile app - search bar theme inconsistent with remaining	Corporate and informative	<b>Good</b> +Useful information regarding theatre and movie is present +Movie trailers and description +Seat selection with seat numbers and details  -Movie user reviews missing -
AMC	<b>Outstanding</b> + Consistent black, white, and blue color scheme + UI is consistent across all pages	Exciting, friendly, exclusive  Emphasis on signup and membership perks with "FREE" in caps lock	<b>Good</b> + Movie information and additional information icons that include useful information + Seat legend with handicap seats marked + Movie trailers and details with imdb, rotten tomatoes rating available + Upcoming movies  - too much content -cluttered with text
Book my Show	<b>Needs work</b> -low contrast with multiple colors and small icons - no clear logo or brand identity	exciting, friendly, informative, visual icons make it more fun and easier to use	<b>Good</b> + Movie information and additional information icons that include useful information + Movie trailers and reviews with in app voting + Upcoming movies +Movie discounts and offers  - too much content -in app ads -cluttered with too many options and activities
Competitor #4 name	<b>RATING</b> + Successes - Drawbacks	Brief description	<b>RATING</b> + Successes - Drawbacks