

## 1. Competitive audit goal(s)

Compare the book viewing and ordering experience of each competitor's app

## 2. Who are your key competitors? (Description)

Our key competitors are ThriftBooks, a bookshop that's cheaper than Bookshop Orders (our app). ThriftBooks sells pre-owned or used books mostly and hence the price difference. The books are always in good condition and they offer good deals.

Our other competitor is Amazon that is much larger than anyone currently and therefore are our indirect competitor. However they offer not just new and used books but also multiple formats of the books and they offer great discounts as well resulting in book buyers to purchase more from them than bookstores.

ThriftBooks is a direct competitor to Bookshop Orders. Amazon is an indirect competitor to Bookshop Orders.

## 3. What are the type and quality of competitors' products? (Description)

ThriftBooks's app is simple but is incredibly easy to use. The user has to login and then they can select a genre and see the books that are available for purchase. Since this is an app that provides used books there is much less availability and there is a possibility that a book that a user wants is not available. Every book has multiple pictures of the condition of the book so that the users are aware of the condition of the book.

Amazon has one the largest marketplaces for books available across the world today. Their app is quite easy to use and navigate. They also have multiple versions of books available ensuring that there is some form of every book available. They also allow for pre-ordering that ensures individuals do get their books as soon as it is launched. If an individual has a Kindle or the Kindle app then they are available to purchase electronic versions of books which are extremely cost effective and are competitive in pricing with used books.

## 4. How do competitors position themselves in the market? (Description)



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ThriftBooks position themselves as a cost-effective brand as they believe that buying used books helps the environment. After purchasing a book the user also has the option of reselling the book. This creates a cycle for individuals and books and helps in being environment friendly.

Amazon positions themselves as the largest marketplace for books and its multiple forms and formats such new and old books, paperbacks, hardcovers, e-versions and audible formats. This accounts for almost every user type and user accessibility resulting in it being the number one marketplace and the choice of most users.

### 5. How do competitors talk about themselves? (Description)

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### 6. Competitors' strengths (List)

ThriftBooks strengths include:

- Cost-effective
- Environment-friendly
- Ensuring strong delivery quality standards

Amazon's strengths include:

- Largest Marketplace
- Multiple formats and types of books available
- Making customers feel welcome
- Providing excellent app accessibility



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### 7. Competitors' weaknesses (List)

ThriftBooks's weaknesses include:

- Offering audio features in the app
- Offering the app in languages other than English

Amazon's weaknesses include:

- No weakness

### 8. Gaps (List)

Some gaps we identified include:

- Competitor products don't offer a lot of options
- Competitor products provide a limited amount of accessibility features

### 9. Opportunities (List)

Some opportunities we identified include:

- Include graphics and pop-ups for book descriptions
- Integrate our app with voice assistive technology
- Create a straightforward process for order and pickup tracking

