

Competitive audit	Goal: Compare the ordering experience of each competitor's app							
	General information							
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition
Gamestop	Direct	Hamilton, ON	Video Games	\$\$\$	https://www.gamestop.ca/	Large	Everyone	"Nation's Largest Video Games Retailer"
Marty's Jokestore	Indirect	Burlington, ON	Games, Comic Books, and Kid's Entertainment	\$\$	www.thejokestore.marty	Small	Video Game Enthusiasts, Families	"No one does Gaming better than us"

Competitive audit						
	UX (rated: needs work, okay, good, or outstanding)					
	First impressions		Mobile app interaction			
	Website experience	Dedicated mobile app experience	Features	Accessibility	User flow	Navigation
Gamestop	Good + Simple to navigate - Minimal features and visuals	Okay + Easy to use + Lots of intuitive features - App doesn't offer any audio accessibility - App is only available in English	Outstanding + Detailed package tracker with live updates + One-click payment	Needs work - Only available in English - No features for audio or visual impairments	Outstanding + Straightforward user flow + Order and payment processes are simple, clear, and efficient	Good + Buttons are clearly marked + Easy to switch locations - App sections are not defined by color
Marty's Jokestore	Good + Visually appealing + Makes customers feel welcome - Navigation is complicated	Good + Visually appealing + Makes customers feel welcome + Accessibility-friendly - Payment process is difficult to complete	Okay + Group order option + Order filter feature - Simple, unreliable delivery tracker	Outstanding + Available in five languages + Audio available for entire catalogue + Integrated with voice assistant technology	Needs work - Payment process is repetitive and frustrating - Difficult to find key info (catalogue, location, hours)	Okay + Easy to switch languages - Some elements seem clickable but are not

Competitive audit			
	Mobile app visual design	Mobile app content	
	Brand identity	Tone	Descriptiveness
Gamestop	Needs work - Clear brand identity - App is simple - Only uses three colors	Friendly and informative	Outstanding + Short and to the point + Focused on info relevant to target audience
Marty's Jokestore	Outstanding + Minimal brand identity, including colors, font, style, motion, imagery, and photography	Friendly and formal	Okay + Focused on info relevant to target audience - Wordy - Unnecessary details