Competitive audit

Goal: Compare ticket buying process

| | General information | | | | | | | | UX (rated: needs work, okay, good, or outstanding) | | | | | | | | |
| | | | | | | | | | First impressions | | Interaction | | | | Visual design | Content | |
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Buytickets	Direct	Online	Online ticket buying	$$	www.ticket.tix	Large	Everyone	Wide variety of ticket buying options	**Great** + Attractive Design + Paypal Intergration - Hard to choose type of ticket	**Good** + Easy use design for basic mobile users - No search bar	**Great** + Onscreen cart to show tickets + Fast checkout service - Paypal one click service not intergrated	**Outstanding** +Multi-Language support + All purchase process on one screen no loading a new page - Drawbacks	**Good** + User flow is great - Too many animations for action changes	**Outstanding** + Descriptive functions + Labeled symbols for cart and categories + Colors are easy to see	**Great** + All pages of site use same color scheme + Checkout uses same identity - Search bar doesn't follow brand identity	Friendly	**Outstanding** + Great description of event location and artist (s) or team
A night at the Concert	Direct	Online	Online ticket buying	$$	www.Anightconcert.com	Medium	Concert- Goers	Tickets for concerts only	**Good** + Minimalist design + Lots of search filters - Checkout process is difficult	**Okay** + Search bar with great auto-suggest - No landscape support	**Great** + Tickets are held when added to cart + Search filters allow for fast navigation to artist - Payment could be easier	**Great** + Auto search suggestion allows for quicker searching + Genre filters are vast and descriptive - Ticket selection are opened on seperate page	**Great** + User flow is great + Actions flow one to another with ease - Payment flow is in need of change to match site	**Okay** + Lots of filter options that are descriptive - Cramped design in some search area's - Checkout not labeled on cart preview	**Needs work** - Ticket selection doesn't follow brand design - Cart doesn't fit site theme	Friendly	**Great** + Description of event targeted towards users - Description are sometimes too short
Ticket Share	Indirect	Online	Online ticket sell	$-$$$$	www.Ticshare.org	Medium	People selling ticket	Allows users who bought tickets to sell and trade	**Great** + Simple Design + Users are verified + Ticket purchase is protected - Not enough ticket info is provided	**Good** + Landscape and Potrait are supported + Has Dark Mode support - Buyer Seller communication is difficult	**Okay** + Sellers and Buyers have 5 star rating system + Tickets are verified and purchase protected - Ticket transfer is not done through site	**Needs Improvement** + Sort tickets by date of event + Search for event by date or name - Checkout is hard to find - No payment intergration	**Needs work** - User flow is stale loading page after page - Getting tickets are done through email not site or app or even in person	**Good** + Buttons are labeled - Not all items on page load completely	**Outstanding** + Follows brands three color identity + Uses same simple font on all pages	Neutral	**Needs work** - Not much description of tickets - Description of selling guaruntee is overly complicated