Competitive audit

Goal: Compare the user experience of each competitor’s website and app as new buyer

GENERAL INFORMATION						
COMPETITOR NAME	COMPETITOR TYPE	LOCATION(S)	PRODUCT OFFERINGS	PRICE ($ - $$$$)	WEBSITE (URL)	BUSINESS SIZE (SMALL, MEDIUM, LARGE)
TENDRED	DIRECT	UAE,KSA	RENT, TRACK PROJECTS	$$	WWW.TENDRED.COM	MEDIUM
KRANK	INDIRECT	BASED ON LONDON OPERATE WORLDWIDE	BUY,SELL,RENT MARKET PLACE	$$	WWW.KRANK.COM	LARGE
EQUIPPO	INDIRECT	BASED IN SWISS OPERATES IN EUROPE	BUY,SELL MARKETPLACE	$$	WWW.EQUIPPO.COM	LARGE

		FIRST IMPRESSIONS	
TARGET AUDIENCE	**UNIQUE VALUE PROPOSITION**	**DESKTOP WEB EXPERIENCE**	**DEDICATED MOBILE APP EXPERIENCE**
PROJECT & OPERATION MANAGERS	**OFFERS A TRACK PROJECT FEATURE**	**OUTSTANDING** • (+) WEBSITE IS WELL DESIGNED AND EASY TO USE • (+) MODREN DESIGN WITH STRONG BRANDING	**NO APP**
INDVISUALS AND COMPANY REPRESENSITVES	• **RUNNING YOUR OWN AUCTION.** • **BUYER-SELLER NETWORKING**	**OUTSTANDING** (+) WEBSITE IS WELL DESIGNED AND EASY TO USE (+) MODREN DESIGN WITH STRONG BRANDING	**OUTSTANDING** • (+) MODERN DESIGN • (+) DESIGN IS CLEAN AND EASY TO USE • (+) FEATURES DISPLAYED IN A GREAT WAY
INDVISUALS AND COMPANY REPRESENSITVES	• **ABILITY TO SELL** • **FREE MACHINE EVALUATION FEATURE** • **BUYER-SELLER NETWORKING**	**OUTSTANDING** (+) WEBSITE IS WELL DESIGNED AND EASY TO USE (+) MODREN DESIGN WITH MODERATE BRANDING	**NEEDS WORK** • (-) NO ACCESS AT ALL WITHOUT LOGIN • (-) VERY LIMITED FEATURES

UX (RATED: NEEDS WORK, OKAY, GOOD, OU

INTERACTIONS

FEAUTRES	ACCESSIBILITY	USER FLOW
GOOD • (+) MAP SHOWING LOCATION OF EACH EQUIPMENT • (-) BETA VERSION • (-) NOT SHOWING ALL IMPORTANT INFO UNLESS YOU CLICK	**GOOD** • (+) COLOR CONTRAST IS ACCESSIBLE • (-) ONLY SUPPORTS ENGLISH	**GOOD** • NO ENOUGH INFO IN BETA VERSION • (+) CLEAR MESSAGE ON LANDING PAGE • (+) MEMORABLE
OUTSTANDING • (+) NETWORKING FEATURE • (+)VIDEO MEETING FEAUTRE • (+) ABILITY TO CREATE USER PROFILE • (+) ABILITY TO DOWNLOAD LISTING DETAILS AS PDF	**OUTSTANDING** • (+) SUPPORTS ENG, ESP, PORTGUES, DEUTSCH. • (+) ACCESSIBLE COLOR CONTRAST.	**OUTSTANDING** • (+) FUN & EASY TO USE • (+) DOESN'T REQUIRE LOGIN TO VIEW MARKETPLACE
GOOD • (+) INESPECTION FEATURE AND REPORT IS AVILABLE FOR DOWNLOAD. • (+) MONEY-BACK GUARANTEE	**OUTSTANDING** • (+) SUPPORTS ENG, ESP, FR, DEUTSCH. • (+) ACCESSIBLE COLOR CONTRAST.	**OUTSTANDING** • (+) EASY TO USE • (+) DESKTOP DOESN'T REQUIRE LOGIN TO VIEW MARKETPLACE • CATEGORY FILTERS ARE SIMPLE

TSTANDING)

	VISUAL DESIGN	CONTENT	
NAVIGATION	BRAND IDENTITY	TONE	DESCRIPTIVENESS
GOOD • (+) CLEAR MODREN NAVIGATION • (+) CLEAR INDICATION OF CLICKABLE ELEMENTS	**OUTSTANDING** • (+) STRONG BRAND IDENTITY INCLUDING COLORS, FONTS, STYLE AND IMAGERY • (+) VISUAL DESIGN COMMUNICATES COMPANY ETHOS	**SOPHISTICATED AND INFORMATIVE**	**GOOD** (+)ALL KEY INFO IS PRESENT (-)RENT IS BETA VERSION (NO ENOUGH INFO)
OUTSTANDING • (+) EASY & CLEAR NAVIGATION	**OUTSTANDING** • (+) VISUAL DESIGN COMMUNICATES COMPANY ETHOS • (+) MODERN AND TRENDY DESIGN	**ENGAGING, CONCISE, AND INFORMATIVE**	**GOOD** (+)ALL KEY INFO IS PRESENT
OUTSTANDING • (+) EASY & CLEAR NAVIGATION	**OUTSTANDING** • (+) VISUAL DESIGN COMMUNICATES COMPANY ETHOS • (+) MODERN DESIGN	**ENGAGING, INFORMATIVE**	**GOOD** (+)ALL KEY INFO IS PRESENT (-)DESCRIPTION TOO LONG