Competitive audit

Competitive audit goal: To analyse competition and build on complaints made in interviews to create an app that could advertise to a similar audience, but still be unique enough in its features to stand out from its competition.

	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:** Most, if not all, of the competitors have website versions of their app. Music apps like Spotify are not similar enough to compare.	**Features**	**Accessibility**	**User flow**	**Navigation**	**Brand identity**	**Tone**	**Descriptiveness**
Magdalena Bay Website	Direct	Based in: Los Angeles, California	Musician's Portfolio	N/A	https://www.mercurialworld.com	Medium	Gen Z - Millennial	Offers an interactive site that is an extension of their music created.	**RATING: Good** • Website to look like a Wolsefy 2000s blog, and it was done perfectly. - Drawbacks further detailed in accessibility, user flow, and navigation	N/A	**RATING: Outstanding** • Site has ambient music that accompanies the site's experimental content, something akin to space mountain. The site has every pitting elements that make it a fun to explore, however there is a lot of extra content such as a Getsuca-style game, spoof advertisements, tour blog, and secret pages accessed only by clicking different items on the page. - No drawbacks for this website.	**RATING: Needs Work** • Clickable elements for mentioned for assistive technology, site navigable by keyboard, fairly readable. - Colors and graphics not built for assistive technology, fonts may unreadable, site gives warnings to those who are prone to seizures.	**RATING: Good** • One of the most perfect parts of the user flow is that no two experiences navigating the website feel the same. You can really tell that the creators have put a lot of work into themselves and put a lot of work into it. Very much feels akin to the work of Joel Ors projects around lina. -Was a little frustrated by the lack of feedback from interactive elements. Could give a better confirmation with what answers the user inputs in.	**RATING: Outstanding** • This site is incredibly fun to navigate- reminds me of the projects from Mewsofwolf. The user can click text, images, and graphics, and be led to a new page. Navigation is not accessible via menu. Encourages exploration. - Could be frustrating for those that want a straightforward experience. -Was a little frustrated by the lack of feedback from interactive elements. Could give a better confirmation with what answers the user inputs in.	**RATING: Outstanding** • This websites supports the group really well, matching the specific audience that would listen to their music. The music videos like to use a lot of nostalgic aesthetics and nostalgic vibes, so seeing that translated to the web was a pleasant surprise. - Drawbacks are none.	Akin to old info commercials in the 2000s, mixed with people's individual blogs. There is also a 'spiritual' sense to the site, being quite existential.	**RATING: Outstanding** • The style of language used across the website perfectly accompanies their music. - The language of their website strongly favors their aesthetic, experience, and may not be a appropriate for some adandifferent audiences.
Glass Animals Website	Direct	Based in: England	Musician's Portfolio	N/A	https://opensource.glassanimals.com	Large	Gen Z - Millennial	A re-extension of the band's music, creating a website to simulate the user pursuing the band's computer with an emphasis on 90s/00s computer aesthetics.	**RATING: Good** • Website is designed to look like the user is looking through the band's computer, and done very well to those specifications. - Because of the specific design, it might not appeal to all kinds of fans.	N/A	**RATING: Outstanding** • Features include a "guestbook" where fans can post messages to the band and other fans, upcoming live shows, make a meme 2000s-style, a "secret" minesweeper and other interactive games and so forth. - It takes quite a bit of exploring to get to these various parts of the website, and it isn't always intuitive.	**RATING: Unsure- Not able to formally Assess** • Readability looks to be fine, same with text. - Honestly, it might not be too great for assistive technology, however I am unable to double check that at thus time.	**RATING:Good** • User flow is very untraditional, mainly as the website is made to look like a computer screen. If users are keen to old computers, they may find it very intuitive and easy to navigate. - Because of the specific design, it might not be different each time, but there is no initial start and end. The user can keep looking through the site, and it will feel like it is never ending. - Small point, but when you log in to the guest account, the user will have to reload the page to access the first account. It means the user will have to reload their progress to the beginning, which could be a tad annoying.	**RATING: Outstanding** • This was one of my favorites to navigate- the process of looking through files to find secrets is fun, and the navigation elements that are there are very easy to use. - If you use a touchscreen, some of the elements are difficult to figure out where to click to open them, or are too small.	**RATING: Good** • Using an old desktop brand style was another pleasant surprise, though its quite different from their music, which might dissuade some users. - Unlike other musicians in this table, Glass Animals has a large amount of fans that are quite varied due to their recent pop fame, so having a site that is in such a specific style might not appeal to new fans.	The site is similar to reading an old journal from a close friend or family member, but if that journal was to be imported online.	**RATING: Good** • The use of casual language makes the band members appear much more approachable, and grounded. It provides a way to connect with the band. - I would have enjoyed seeing something similar to the tour blog included in Magdalena Bay's website. It would give an extra layer to the concept.
Yaeji Website	Direct	Based in: Brooklyn, New York	Musician's Portfolio	N/A	https://yaeji.com	Small	Gen Z - Millennial	Website that allows users to create their own "kidpix" style art in addition to their portfolio.	**RATING: Good** • Website design continues the trend of all website included, focusing on nostalgia. The art is reminiscent of early ogg games, which have gaining popularity again in recent years. - It almost needs to be even more niche, right now the creator is playing it a bit too safe.	N/A	**RATING: Good** • Features of this website are included in the top navigation or the left shows, contact, mailing list, music, mixes, and store. Some of the notable extras are the the yaeji guild (Patreon) and a rpg game that opens in another tab. - Tabs of an 'about me' section this could be on Patreon but is blocked by a pay wall.	**RATING: Needs Work** • Readability and connectivity page usable with keyboard, good readability. - Clickable links and graphics not optimized for assistive technology, game is only playable with a keyboard.	**RATING: Good** • Navigation for their website is comparably much more simple. The user can either scroll down to look through all the content, or click on the buttons at the top left menu page. - In comparison to the other sites referred in this table, the negative is that the website is too simple and straightforward.	**RATING: Good** • Navigation is simple- like the split screen between the interactive section and the information. - I wish a few more elements were interactive, or if there were to combine the art side with the information more seamlessly.	**RATING: Good** • Very simple design- like the split screen between the interactive section and the information. - I wish a few more elements were interactive, or if there were to combine the art side with the information more seamlessly.	There is not much text, but the overall aesthetic is very akin to a kid's blog, or a computer in a kindergarten, and fiddling around with anything that looks clickable, pleased when the they sees something new.	**RATING: Good** • Very simple design, everything that you would need is there, its simple and to the point. - Could use more of a biography- some sort of way to connect to the artist.
The Poolsuite	Indirect	Creator: Marty Bell, Scotland	Radio station, website, and brand focused on 80s summer nostalgia	N/A	https://poolsuite.net	Large	Gen Z - Boomer	Radio Website offering a nostalgic experience for all those that enjoy the early internet and/or 80s music.	**RATING: Outstanding** • The Poolsuite is not only a radio station, but also a brand. When the user looks through the content, all the text for announcements, images, and advertisements all hark back to the 80s. It touches upon a unique aspect of that time with the 80s in the beach, which has been a trend that has been in videogames in recents years like "Vaporwave". - No drawbacks in this area.	N/A	**RATING: Outstanding** • Old computer screen loading up is a nice touch, as well as playing the radio player as soon as the user enters the site. It simulates the user entering a pool club any time of the year. Site includes a blog, guestbook, links to social media, and store. - No drawbacks.	**RATING: Good** • Website can be navigated using a keyboard, site has great readability. - Graphics not optimized for assistive technology, lack of any discernible features for accessibility.	**RATING: Outstanding** • Similar to Glass Animals, upon loading the website, there is loading text, to imitate old computers booting up. However there is a nice touch to adding a noise as it "boots" and playing the radio. It instantly sets the user in the right kind of mood for looking through the website, the store, the store, and then other nives to listen to. - No drawbacks for this one- they did their research.	**RATING: Outstanding** • The website uses classic ways of navigating a computer, moving around files, and clicking on buttons/applications, so it makes the experience intuitive. - Website can be a bit crowded on the small screens, and is a bit more finicky.	Has the feeling of the California beach, with the slight cross and straightforwardness of New York City.	**RATING: Outstanding** • The tone makes the user feel like they are in an exclusive club, which certainly adds to the aesthetic. - Like Magdalena Bay, they are limited to a specific group of users, which means their tone people will either love or hate it.