

Competitive audit									UX (based needs work, okay, good, or outstanding)									
Goal: Compare the purchasing experience of each competitor's app									General information									
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - 10€)	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	Content		
Cinema City	direct	21 cities in Poland (including the capital of Poland)	11	<a href="https://cinema-city.pl">cinema-city.pl</a>	Large	working adults, families, schools, corporates	Cinema subscription scheme offering free card holder access to unlimited 2D films	<b>Good</b> <ul style="list-style-type: none"> <li>Well-designed and easy to use</li> <li>Design complement the product</li> <li>Simple to navigate</li> <li>Lots of intuitive features</li> <li>A large part of the features and content is gathered in one place</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>App is well-designed and easy to use</li> <li>Visually appealing</li> <li>Registration is required to complete a purchase</li> <li>App is only available in English and Polish</li> <li>App lacks consideration for accessibility needs</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>Ability to create a user profile quickly</li> <li>App remembers payment info from registration survey</li> <li>App offers a variety of payment methods</li> <li>Order filter feature</li> <li>In-app storage of purchased tickets</li> <li>Some features are hard to find</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Integrated with voice assistant technology</li> <li>Only available in English and Polish</li> <li>No features for visual impairments</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>Difficult to find key info (location, hours)</li> <li>Process of purchasing a ticket is repetitive and frustrating</li> <li>The app does not remember login information</li> <li>Purchasing process without an account is impossible</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Availability of search function</li> <li>The menu is difficult to navigate</li> <li>Hard to switch locations</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>Strong brand identity including colors, fonts and imagery</li> <li>Visual design supports content intuitively</li> <li>Consistent color palette</li> <li>Visual design doesn't always support content intuitively</li> </ul>	<b>Formal and informative</b>	<b>Okay</b> <ul style="list-style-type: none"> <li>All key info is present</li> <li>Too descriptive at times</li> <li>Unclear labels for buttons</li> </ul>		
Mutkino	direct	37 cities in Poland (including the capital of Poland)	5	<a href="https://mutkino.pl">mutkino.pl</a>	Large	working adults	In addition to film screenings, cinema offers a variety of broadcasts and special event screenings	<b>Okay</b> <ul style="list-style-type: none"> <li>Engaging design with strong branding</li> <li>Smooth ordering process</li> <li>Classic layout</li> <li>Advertisements are much bigger than features which makes it hard to notice them</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Lots of intuitive features</li> <li>Easy to use</li> <li>Registration is required to complete a purchase but Google and Facebook login options are available</li> <li>App is only available in Polish</li> <li>App lacks consideration for accessibility needs</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>One-click payment that remembers payment info</li> <li>Loyalty rewards program</li> <li>Ability to create user profile quickly</li> <li>App offers personalized recommendations based on a user's viewing history or preferences</li> <li>Easy to select the right showtime</li> <li>In-app storage of purchased tickets</li> <li>App offers a variety of payment methods</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>Only available in Polish</li> <li>No features for audio or visual impairments</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>User flow feels intuitive</li> <li>Purchasing process are simple, clear, and efficient</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>Easy to switch locations</li> <li>Labels are consistent across different sections of the app</li> <li>Logical grouping of features</li> <li>The menu is easy to navigate</li> <li>Search and filtering options are limited</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Visual design reinforces the company's brand identity with consistent use of colors, style, motion, imagery and photographs</li> <li>Visually engaging interface</li> <li>Visually appealing images</li> </ul>	<b>Friendly and informative</b>	<b>Okay</b> <ul style="list-style-type: none"> <li>Short and to the point</li> <li>Content is simple and easy to understand</li> <li>Content isn't always concise</li> <li>Unnecessary details</li> <li>Unclear and concise labels for buttons</li> </ul>		
Hellos	direct	44 cities in Poland (including the capital of Poland)	1	<a href="https://hellos.pl">hellos.pl</a>	Large	working adults, MMs, corporates, business owners, schools	Offers a space for conducting unique marketing campaigns for companies that want to showcase their products and services	<b>Okay</b> <ul style="list-style-type: none"> <li>Simple to navigate</li> <li>Poor branding</li> <li>Time-consuming payment process</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Design is minimalist, clean and easy to use</li> <li>Smooth ordering process</li> <li>Personalized recommendation</li> <li>App is only available in Polish</li> <li>App lacks consideration for accessibility needs</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>In-app storage of purchased tickets</li> <li>App offers a variety of payment methods</li> <li>One-click payment that remembers payment info</li> <li>Ability to create user profile quickly</li> <li>App offers personalized recommendations based on a user's viewing history or preferences</li> <li>Simple and intuitive process of selecting seats</li> <li>No loyalty rewards program</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>Integrated with voice assistant technology</li> <li>Only available in Polish</li> <li>No features for visual impairments</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Easy order and payment processes</li> <li>Streamlined user flow</li> <li>Information is presented in a logical and easy-to-follow manner</li> <li>App provides helpful prompts to users as they move through the app</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>Clear indication of clickable elements</li> <li>Easy to use, effective navigation</li> <li>Clear and concise labeling</li> <li>Menu offers filtering tool</li> <li>Buttons are unclear</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Visual design reinforces the company's brand identity with consistent use of colors, fonts and imagery</li> <li>High-quality images</li> <li>Clear and legible font with consistent use of heading, subheading and body text</li> <li>Modern and engaging design</li> <li>Consistent color palette with bold and bright colors that reinforce the company's brand identity</li> </ul>	<b>Friendly, engaging and informative</b>	<b>Good</b> <ul style="list-style-type: none"> <li>Short and to the point</li> <li>Focused on info relevant to target audience</li> <li>Clear content</li> <li>Tooltips and hints with information on how to use certain features</li> <li>Too brief at times</li> </ul>		
HBO MAX	indirect	online	1	<a href="https://hbo.com">hbo.com</a>	Large	everyone	Subscription video on-demand over-the-top streaming	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Well-designed</li> <li>Efficient and satisfying payment process</li> <li>Informative content</li> <li>Personalised content</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Smooth registration and purchase processes</li> <li>Visually appealing</li> <li>Simple to navigate</li> <li>Accessibility-friendly</li> <li>App is available in the same language as the device</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>Filter feature</li> <li>Ability to create multiple profiles within a single account</li> <li>Useful features</li> <li>App provides personalized recommendations based on a user's viewing history or preferences</li> <li>Payment process is difficult to complete</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Available in the same language as the device</li> <li>Supports closed captions, audio description, screen readers, keyboard shortcuts, and voice commands</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Seamless and efficient user flow</li> <li>Smooth registration and purchase processes</li> <li>Presence of on-screen prompts to guide user</li> <li>Clarity of app's language</li> <li>Effective information architecture</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Easy navigation</li> <li>Easy to switch profiles</li> <li>Search function is fast and accurate</li> <li>Filtering options are well-designed, with clear labels</li> <li>Navigation labels are clear and concise</li> <li>Well-organized menu</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>Modern and trendy design</li> <li>Visual design support content intuitively</li> <li>Consistent color palette</li> <li>Clear and legible font</li> <li>High-quality and visually appealing image</li> <li>Minimal brand identity</li> </ul>	<b>Sophisticated, engaging and informative</b>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>All key info is present</li> <li>Focused on info relevant to target audience</li> <li>Clear and concise labels for other interface elements</li> <li>Tooltips and hints with information on how to use certain features</li> </ul>		