

**Competitive audit** Goal: Compare the user experience of each competitor's website

	General Information							UX (rating: needs work, okay, good, or outstanding)									
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	First Impressions		Website Interaction		Website visual design	Website content			
									Desktop website experience	Mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
<b>trichad</b>	Direct	Spain	trididos y bicidetas dsielno		<a href="https://www.trichad.com">https://www.trichad.com</a>	middles	persons with reduced mobility	accessibility	<b>Okay</b> <ul style="list-style-type: none"> <li>Welcoming and easy to use</li> <li>descriptive and intuitive menu</li> <li>Focused in the target</li> <li>without prices</li> <li>web colours</li> <li>can't buy online</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Fully responsive</li> <li>simple menu</li> <li>check the menu items name</li> <li>without prices</li> <li>can't buy online</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>User can view the adapted buy models</li> <li>user can contact the company</li> <li>photos and tech inform</li> <li>Users can't buy online</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>Website only available in Spanish</li> <li>ask back function does not work properly on cellphone android with this page.</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Easy to find the menu</li> <li>No search bar present</li> <li>maybe could reduce the clicks.</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>easy to navigate</li> <li>clear hierarchy</li> <li>Some elements seem clickable but are not</li> <li>maybe could reduce the amount of pages</li> <li>maybe could have a general gallery photos a part to apply some filter to focus the search</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Strong brand identity, including colors, font, style</li> </ul>	Friendly and indirect	<b>Okay</b> <ul style="list-style-type: none"> <li>It seen descriptive</li> <li>It is not sensory</li> <li>It does not have prices</li> </ul>
<b>Wiggle</b>	inDirect	Spain	sports general materials	€€€	<a href="https://www.wiggle.es">https://www.wiggle.es</a>	big	general humans	general store all-in	<b>Outstanding</b> <ul style="list-style-type: none"> <li>easy to use</li> <li>Clear branding</li> <li>Photos on gallery</li> <li>filters to search</li> <li>minimalist but with product diversity</li> <li>filters to search</li> <li>only expensive bicycles</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Fully responsive</li> <li>photos on gallery</li> <li>filters to search</li> <li>App can be downloaded to collect points</li> <li>during the ship process confirmations pages and checking features, photos of details</li> <li>possibility to choose the width.</li> <li>to complete the ship process was requested to do an account</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>"Clickable account" feature</li> <li>Store locator feature</li> <li>Online ordering feature with pickups/delivery options</li> <li>detailed information after choose a bicycle and option to choose sizes</li> <li>confirmation was necessary before each step</li> <li>payments method available</li> <li>discount voucher available</li> <li>before complete the purchase process they ask about cyclist information to verify if the order was correct.</li> <li>needs to create an account to complete the payment process</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>different languages, coins and deliverable countries availables.</li> <li>Store locator feature</li> <li>Menu isn't compatible with screen reader technologies</li> </ul>	<b>outstanding</b> <ul style="list-style-type: none"> <li>Easy to navigate</li> <li>easy to find key information/ menu</li> <li>search bar</li> <li>intuitive user flow</li> </ul>	<b>outstanding</b> <ul style="list-style-type: none"> <li>Easy to navigate</li> <li>easy to find key information/ menu</li> <li>search bar</li> <li>intuitive user flow</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Strong brand identity, including colors, font, style, motion, imagery, and photography</li> </ul>	professional but relaxed and direct	<b>Outstanding</b> <ul style="list-style-type: none"> <li>Short and to the point</li> <li>It seen descriptive</li> <li>It is sensory.</li> </ul>
<b>bici occasion</b>	direct	spain	second hand bikes	€	<a href="https://bicioccasionbarcelona.com">https://bicioccasionbarcelona.com</a>	small	second hand shoppers	second hand principle, price	<b>okay</b> <ul style="list-style-type: none"> <li>easy to use</li> <li>menu simple to use</li> <li>photos with category name easy to use</li> <li>without cheap bdi in stock</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Fully responsive</li> <li>photos with category name</li> <li>name category above photos</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>second hand bids</li> <li>trainer options</li> <li>places to mechanical</li> <li>can see the price but can't buy online</li> <li>they say that can deliver but does not show option to pay online</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>Website available only one language</li> <li>website not complete adapted to screen reader technologies</li> </ul>	<b>okay</b> <ul style="list-style-type: none"> <li>Easy to find the menu</li> <li>No search bar present</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>easy to navigate</li> <li>easy to find information</li> <li>clear hierarchy</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Clear color scheme and art direction</li> <li>brand tone</li> </ul>	Friendly and indirect	<b>Needs improve</b> <ul style="list-style-type: none"> <li>difficult to follow</li> <li>poor design.</li> </ul>
<b>Bike shop</b>	Direct	Spain	super specialized in bikes	€€	<a href="https://www.bikeshop.es">https://www.bikeshop.es</a>	big	specialized riders and general sports	bike professional	<b>Okay</b> <ul style="list-style-type: none"> <li>a lot of content</li> <li>super specialists</li> <li>a lot of content/ dense navigation</li> <li>not clear hierarchie</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Fully responsive</li> <li>a lot of content</li> <li>Key information is present</li> <li>not clear hierarchie</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>sability and hierarchie</li> <li>to apply filter</li> <li>button to know more about the product characteristics, detailed photos.</li> <li>flow ok</li> <li>needs identification and create an account to complete the ship experience</li> <li>the web has the spanish flag that and euro coin as menu to change the language but it does not permit it, only one language and only one coin. So, why was need to put it?</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>Website available only one language</li> <li>website not complete adapted to screen reader technologies</li> </ul>	<b>Needs improve</b> <ul style="list-style-type: none"> <li>Easy to find key info (menu, location, hours)</li> <li>It has contact company information and contact</li> <li>flow to buy is ok.</li> <li>bad visual hierarchy.</li> </ul>	<b>needs improve</b> <ul style="list-style-type: none"> <li>visual hierarchy</li> <li>general aesthetic solutions</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>Clear color scheme and art direction</li> <li>brand tone</li> </ul>	almost professional but a little overwhelming	<b>needs improve</b> <ul style="list-style-type: none"> <li>difficult to follow</li> <li>poor design.</li> </ul>