

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