Competitive audit   Goal: Compare the user experience of each competitor's website for new and existing users.

| | General information | | | | | | | | UX (rated: needs work, okay, good, or outstanding) | | | | | | | | |
| | | | | | | | | | First impressions | | Website Interaction | | | | Website visual design | Website content | |
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	Desktop website experience	Mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
My company		Denver, CO	Movies, Concessions, and Bar	$	N/A		Adults aged 18-44 years old	Pre-order snacks for counter pickup or seat delivery									
AMC	Direct	Various - International	Movies, Concessions, and Bar	$	https://www.amctheatres.com	Large	People aged 14-40 years old	Value propositions: + Choice between Real-D 3D, Dolby Cinema, and IMAX viewings + Has the largest share of movie theater locations within the USA	**Good** + Easy to navigate through movie showings. - Multiple ways to see what movies are playing, all with different landing pages - Annoying pop-up at top of page - Too much going on, it feels overwhelming + Trailers available to view within website	**Outstanding** + Adjusts well to mobile screen size + No user issues experienced	**Outstanding** + Easy to sign in or create an account + Offer 3 subscription levels - when you click "sign up" a pop-up tells you the difference between the 3 offers + Watch movie trailers directly on website + Allows you to explore food & drink options (but not pre-order) + QR code for downloading app + Recliners	**Outstanding** + Each movie states features of accessibility such as Closed Captions +/- Audio descriptions of movies is said to be available but I wasn't able to figure out how to play the audio descriptions	**Okay** - They seem to have many different landing pages to browse movies depending on which menu button you click - Lots of info on the page; may feel overwhelming to some users + Action buttons are easy to see regardless of which landing page you order tickets from	**Okay** + Current movie title showings are available to view by hovering over "See a Movie" + Clicking on "Showtimes" provides a great landing page listing all available movies with times on one page, location can also be changed here - Lots of information on each page which may confuse some people - Must scroll down far to see the Rotten Tomatoes rating, many people may miss it	**Outstanding** + Consistent colors and a clear brand identity + Consistent fonts + Logo on every landing page	Fun, enticing	**Outstanding** + Provide short summaries of each movie + Provide links to blogs for each movie
Cinemark	Direct	Various - International	Movies, Concessions, and Bar	$	https://www.cinemark.com/movie-rewards-info	Large	People aged 14-34 years old	Value propositions: +The highest number of luxury recliners among competitors + Lowest domestic ticket prices	**Outstanding** + Very easy to navigate and not overly busy with text + Visually appealing + Easy to navigate for people who aren't tech-savvy	**Outstanding** + Adjust well to mobile screen size + Clear photos and text	**Good** + Paid and Free Rewards program (the free program is much better than AMC's in my opinion) + Offer food and drink seat delivery only for select movie times + Filtering buttons on the side to allow searching for theaters with specific features (like bowling) + Watch movie trailers directly on website - Rotten Tomatoes ratings not available + Recliners and pay extra for "D-Box Motion Seats"	**Good** + Each movie states availlibility for closed captioning + Each movie states availlibility for assisted listening devices - No audio descriptions of movies available + Clear photos and written descriptions	**Outstanding** + Clear action buttons + One flow to purchase tickets, making the user flow simple and straightforward - Some bugs (I clicked on a movie time and it took me back to the home page)	**Outstanding** + Very easy to navigate + "Add to cart" automatically navigates you to checkout page + There's not an overwhelming amount of text and pictures making it less confusing	**Outstanding** + Consistent colors and clear brand identity + Logo on every landing page + Very visually appealing	Simple and direct	**Outstanding** + Provide short summaries of each movie + Lists of upcoming movies + Easily locate map by clicking "Theater Info"
Lakewood Cultural Center	Indirect	Lakewood, CO	Performance entertainment including comedy shows, plays, music, and art shows	$$	https://lakewood.showare.com	Medium	Families with young children, and adults in GenX or Baby Boomer generations	Free gallery exhibits, offers a wide array of shows and events (comedy, orchestra, children's shows, plays, etc)	**Good** - Not visually appealing + Easy to find list of upcoming shows + Easy to navigate for people who aren't tech-savvy	**Outstanding** + Adjusts well to mobile screen size, just as easy as on a desktop + Photos and text are clear on mobile device	**Good** + Offers a "package" of tickets for a cheaper price, good for those that attend events often + Calendar on home page to browse events on specific dates + Reserved seating - "Youth" tickets only available for some events	**Needs work** - Website is not available in any other languages + Images representing each events are clear	**Good** + Easy to find key info (time & dates of events) + Calendar displays a square on the day with events making it easy for the user if they are planning an event for a special day	**Outstanding** + Easy to navigate + Easy to buy tickets to an event	**Needs work** - No strong brand identity, very standard font, colors, and design	Exciting but direct	**Outstanding** + Simple and straightforward info + Focused on info relevant to targ