Competitive audit

Competitive audit goal: identify and analyze features in currently existing products for mobility access in public places

	General information								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	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
AccessAble	Direct	United Kingdom	Mobile app and website to search for accessible places to go	free	https://www.accessable.co.uk/	Medium	People living with disabilities	To take the chance out of going out	OUTSTANDING + Strong consistent branding + Easy to Navigate	OUTSTANDING + Visually pleasing + Strong branding + Allows users to use without an account	GOOD + Use without an account + Good search filters - Location specific	OUTSTANDING + Strong use of visuals and colours + Large readable text + Includes an accessibility tool with screen reader	GOOD + Straightforward and easy to use	GOOD + Easy navigation	OUTSTANDING + Strong brand presence + Good use of brand colours and fonts	Friendly and informal	OUTSTANDING + Descriptions are straightforward + Conveys information nicely
Google Maps	Indirect	Global	Mobile app and website to Search for all kinds of places and directions on the map	free	https://www.google.com/maps	Large	Everyone	Explore and navigate your world	OUTSTANDING + Easy to use and navigate + Crowd sourced + Useful Features - Difficulty to filter for accessibility	OUTSTANDING + Easy to use and navigate + Crowd sourced + Useful Features - Difficulty to filter for accessibility	OKAY + Easy to find general places - Difficult to find accessible places	GOOD + Can be filtered for accessibility features - Difficult to find accessible places	GOOD + easy to navigate - Difficult to find accessible places	GOOD + Search function is easy to use - Wheelchair accessibility on venues is hidden 3clicks in	OUTSTANDING + Strong visual and brand identity + Consistent fonts and typography	Direct, short and concise	OUTSTANDING + Conveys information clearly
Access Now	Direct	Canada	Mobile app and website to Discover Accessible Places	Free	https://accessnow.com/	Medium	Everyone	Accessibility for all	GOOD + Clean user-friendly interface	GOOD + Website is responsive on mobile	OKAY - Search bar is a link that goes to a different page	OUTSTANDING + Nice large images + readable text in large fonts	GOOD + easy to use	GOOD + Links are well labelled and easy to identify	OUTSTANDING + Brand well represented + Good use of colours	Empathetic and friendly	OUTSTANDING + Good use of descriptions + Short and concise
iAccess	Direct	Atlanta, GA	Mobile app to rate, review & research places based on their accessibility	Free	https://www.iaccess.life/	Medium	Users with disabilities	Know before you go	OKAY + Clean, easy interface - Web app not available on desktop	GOOD + Easy to use + Large clear images	GOOD + Multi-city support + Usable without login or creating a profile - Difficult to find accessible places	GOOD + Clear fonts - Some icon labels are tiny	GOOD + Easy to navigate and direct - Difficult to find accessible places	GOOD + Nice and easy navigation	GOOD + Consistent fonts and iconography - Brand not clear	Short and direct	GOOD + Descriptions are too short

UX (rated: needs work, okay, good, or outstanding)