

Competitive audit		Goal: Compare the user experience of each competitor's app/website															
General information									UX <i>(rated: needs work, okay, good, or outstanding)</i>								
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	
Escapade <i>(our company)</i>	-	Mumbai	Camping supplies of local and international brands	\$\$	www.escapade.com	Small	Local market	Offers products in the wide range of brands (local as well as international) and prices. Good connect with local customers	Good + Visually appealing - Feels dense and overwhelming in places	Good + Fully responsive - Interaction was not as smooth on mobile							
Great Outdoors India	Direct	Mumbai	Products for all outdoor activities, mostly local brands	\$	https://greatoutdoorsindia.com/	Small	Local market	Good connect with local customers; Great offers and competitive pricing	Needs work - Cluttered content - Visually not appealing (images, colour combination can be better)	Good + Fully responsive - Logo is not visible	Okay + Multiple categorization of products in primary menu + search option - shipping charges added later at the checkout	Needs work - website only in English - text difficult to read	Needs work - key info easy to find - overall user flow just enough not to frustrate the user - very few payment options	Good + Easy to navigate + familiar way to navigate	Needs work - Dull background colors - Prices not visible clearly - Poor quality images - Poor logo design	Needs work - not engaging/ detached	Needs work - Product description not provided - not enough content in the blog
Addventure	Direct	Mumbai	Adventure programs, products for all outdoor activities, very few brands	\$\$	https://www.addventureindia.com/	Small	Local market	Offers adventure programs also; Specifically caters to the local customers	Okay + Engaging imagery - Site layout can be improved - Visual appearance can be improved (colour, text, logo) - Takes time to load the website	Good + Fully responsive + Whatsapp integration - Social media icons overlapping	Good + "Upcoming adventure programs" feature + search feature + Quick view feature + clear categories in primary and secondary menu - shipping charges added later at the checkout	Needs work - Only in English - Limited payment options	Needs work - Takes time to load - Confusing checkout process	Needs work - Difficult to navigate - confusing navigation of product images	Needs work - Poor logo design - Use of good photography & images for the background	Needs work - Detached & direct tone	Good + Product description provided + Tech specs mentioned for each product
Kiehberg	Indirect	All over India	products for all outdoor activities, mostly local brands	\$\$	https://kiehberg.in	Medium	All over India	Delivers all over India at the prices lesser than the international store chains	Okay + Easy to navigat - Cluttered content - Can be more visually appealing (bad color combination)	Okay + Key information is present + Fully responsive - unnecessary pop up - Content not aligned properly	Okay + Chat option + "Add to Compare" feature - Content missing in certain sections - Unnecessary pop up	Okay - Multiple payment options - Only in English	Needs work - Cluttered content - Products not easy to find	Needs work - Confusing navigation	Okay + Use of good images - Poor logo design	Needs work - Detached & direct tone	Needs work
Decathlon	Indirect	All over India	Products for all outdoor activities, top brands, best quality	\$\$\$	https://www.decathlon.in/	Large	All over India	Known for offering best brands and best quality products	Outstanding + Visually appealing imagery + Clean design + Clear branding + Professional feel	Outstanding + Fully responsive + Menu is easy to read	Outstanding + Search option + Wishlist + Store locator + Servicing and maintenance option + Blog + Ratings & reviews available for all products	Outstanding + Images of menu items are clear and legible - Website available only in English	Good + Easy to find key info (menu, location, hours) - Easy to find products	Outstanding + Easy to navigate + Easy to switch locations	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photograph + Excellent design with very clear layout	Outstanding + Direct and engaging	Outstanding + Short + Focused on info relevant to target audience + Product info is to the point