

## AI Playground - Competitive audit

**Goal:** Compare the user experience of each competitor's app/website

### **Key competitors:**

1. Troot (Tinkerly) – Troot is an indirect competitor. The primary product is a robotics kit. It also offers pre-recorded classes and AI activities.
2. Machine Learning for Kids – It's an indirect competitor. It offers pre-recorded ML classes and ML activities for free.
3. Young Wonks – It's an indirect competitor. It offers live online as well as in-person learning options. It also has other products like wearables, clothing and activity kit.
4. Coursera – Direct competitor with wide reach and strong branding.
5. Udemy – Direct competitor with wide reach and with competent pricing.

### **The type and quality of competitors' products:**

The quality of products from the direct competitors is very good when it comes to pre-recorded classes. These competitors do not offer sections similar to AI Lab.

Indirect competitors sell physical products (wearables, activity kits) other than classes and activities.

Machine Learning for Kids is an indirect competitor who offers courses and activities for free.

### **Competitor's positioning in the market:**

Direct competitors Coursera and Udemy have strong branding and wide reach. Their online presence is good. Their websites have great UX. They also have competitive pricing.

Indirect competitors – Troot and Young Wonks have physical products along with digital learning solutions. Troot has a great UI and UX. Young wonks also have a good presence though they have scope to improve.

Machine Learning for Kids has average UX but it offers free courses which is their advantage.

### **Competitor's strengths:**

- Strong brand image (Troot, Coursera)
- Great ux (Troot, Coursera)
- Great products (Troot, Young Wonks)
- Competitive prices (Udemy, Coursera)
- Free content (Machine Learning for Kids)
- Live classes (Young Wonks)

### **Competitor's weaknesses:**

- Average UX (Machine Learning for Kids, Young Wonks)
- Lack of activity section (Coursera, Udemy)
- UI not engaging for kids (Coursera, Udemy, Young Wonks, Machine Learning for Kids)

## **Gaps:**

- Provide a good UI that will be attractive to kids
- Build a strong section for activities
- Keep UX simple to understand so kids don't find it overwhelming
- Get more options under the "My Account" section where kids can create their own AI world which will keep them engaged

## **Opportunities:**

- Create a strong brand.
- Focus on great UI along with good content.
- Create excellent user experience for kids as well as for parents.

## **Final Remarks:**

In a competitive audit, it was found that the competitors have good content but their websites have serious tone except one. As a result they appear overwhelming and boring for kids. We do want to provide quality content; but we also need to focus on UI and UX from a children's point of view. Visuals will play a very important role in making this project successful. Creating an engaging section for activities is another key to success. Arranging the theoretical content in very short and simple videos is also important to make it easier for kids