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

| | General information | | | | | | | UX (rated : needs work, okay, good, or outstanding) | | | | | | | | |
| | | | | | | | | First impressions | | Website Interaction | | | | Website visual design | Website content | |
	Competitor type	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
AI Playground (our company)	-	Recorded online AI courses, Ai Lab	$$	www.aiplayground.io	Medium	Kids 5 - 16 years	UI & UX designed to give fun and engaging experience to kids.									
Troot (Tinkerly)	Indirect	Robotics kit (DIY), Online pre-recorded courses, tinkerly lab	$$$	https://tinker.ly/troot/	Large	Kids 5 - 16 years	DIY Robotics kit where kids can learn by doing	Outstanding + Fun and easy to use + Great UI + Clear branding	Outstanding + Fully responsive + Great UI (same as desktop)	Outstanding + "Pre-order" feature + Robotics kit (product) + Enquiry form in pop up (mobile site)	Good - Website only available in English	Outstanding + Fun to use + Intuitive user flow + Good Information architecture	Good + Clear CTAs + easy to navigate	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and product photography	Fun and direct	Outstanding + Short and to the point + Key info is provided
Machine Learning for Kids	Indirect	Pre-trained models and recorded Machine learning classes	Free	https://machinelearningforkids.co.uk/	Large	Kids 5 - 16 years	Focus on machine learning by working on projects	Okay - Average UI - Beginners may get confused	Okay - Responsive but need more work	Okay - Good features are there but need to make visually appealing for better impact	Needs work - Some students may find the content overwhelming	Okay - a bit confusing for beginners - Need to imrove UI to segregate content to make it easy to use	Need work - a bit confusing for beginners	Needs work - No brand identity at all - Need to work on UI	Serious and direct	Okay - Content is available but need better architecture
Young Wonks	Indirect	Online (live) AI classes In-person AI classes Wearables (aceesories, t-shirts) Raspberry pi kit	$$$	https://www.youngwonks.com/	Medium	Kids 5 - 16 years	Live or in-person classes	Good + Simple and easy - UI can be improved	Okay + Responsive - Need to improve layout	Good + Free trial class feature + store, events etc.	Good - Website only available in English + Simple, easy to understand	Good + Clear CTA + Good infoarmtion architecture	Good + Easy to navigate	Okay - can be improved	Friendly and direct	Good + Key information is available
Coursera	Direct	Pre-recorded courses	$$	https://www.coursera.org/learn/gene	Large	Kids 5 - 16 years	Wide reach	Outstanding + Easy to use + Good UI + Clear branding	Outstanding + Fully responsive	Good + Videos, activities, large number of ratings and reviews	Outstanding + Available in 9 languages	Outstanding + Intuitive user flow + Good Information architecture	Outstanding + Easy to use	Outstanding + Strong brand identity, including colors, font, style, motion, imagery	Friendly and direct	Outstanding + Short and to the point + Key info is provided
Udemy	Direct	Pre-recorded courses	$	https://www.udemy.com/course/artifi	Large	Kids 5 - 16 years	Low cost, wide reach	Outstanding + Easy to use + Good UI + Clear branding	Outstanding + Fully responsive	Good + Videos, activities, large number of ratings and reviews	Okay - available only in English	Outstanding + Intuitive user flow + Good Information architecture	Outstanding + Easy to use	Good + Strong brand identity, including colors, font, style, motion, imagery	Friendly and direct	Outstanding + Short and to the point + Key info is provided