

Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

Compare the user experience of registering pet information for a veterinarian on a website.

2. Who are your key competitors? (Description)

MyPet and PetVet is a direct competitor because they allow users to find local vet clinics using their zip code and are able to register online. Potentially be able to use the account information to provide the clinics. AVMA is an indirect competitor because they are mostly a resource based site that provides information regarding pet and animal well care.

3. What are the type and quality of competitors' products? (Description)

MyPet provides pet health and wellness information, including preventative care, nutrition, and general pet care tips. Offers educational content rather than direct veterinary services or products. Professionally curated content, likely backed by veterinarians or pet care experts. Engaging and informative resources but lacks direct veterinary consultations or services.

PetVet provides mobile veterinary services focused on preventative care (vaccinations, microchipping, parasite prevention, wellness checks). Operates in partnership with retail locations like Pet Supplies Plus and Tractor Supply Co. Convenient and affordable compared to traditional vet clinics. Limited services—does not offer surgical procedures or emergency care. Generally well-reviewed for affordability and accessibility but may lack the depth of care found in full-service veterinary clinics.

AVMA provides professional organizations supporting veterinarians with guidelines, continuing education, and advocacy. Provides pet owners with educational resources and best practices for pet health. Highly authoritative source for veterinary and pet health information. Trusted by professionals and pet owners but does not offer direct pet care services.

4. How do competitors position themselves in the market? (Description)

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MyPet focuses on providing trusted, expert-backed pet care advice, promotes preventative care through articles, guides, and pet owner education. Likely tied to a larger pet care brand or veterinary network, giving it credibility. Seen as a reliable source for pet owners seeking general health and wellness information. Not a direct service provider but an informational resource that could complement pet care businesses.

PetVet targets pet owners who need essential vet services without high costs, operates inside major pet supply retailers like Pet Supplies Plus and Tractor Supply Co., making vet care accessible. Emphasizes vaccinations, microchipping, parasite prevention, and basic wellness exams. Positioned as a budget-friendly, walk-in alternative to traditional vet clinics. Convenient for routine care but lacks the comprehensive services of a full-service veterinary hospital.

AVMA serves as a trusted body for veterinary guidelines, education, and advocacy, focusing on supporting veterinary professionals and shaping industry standards. Guides pet owners with best practices while advocating for veterinary policies and research. Viewed as the gold standard in veterinary medicine but not a direct pet care provider. More influential among veterinary professionals than pet owners directly seeking services.

5. How do competitors talk about themselves? (Description)

MyPet presents itself as a trusted educational resource, offering expert-backed pet care tips and wellness advice to help owners keep their pets happy and healthy. It focuses on providing reliable, easy-to-understand information rather than direct veterinary services.

PetVet emphasizes affordability and convenience, positioning itself as an accessible option for preventative veterinary care. It highlights its walk-in clinics inside major retail stores like Tractor Supply Co. and Pet Supplies Plus, making quality vet care available without the need for appointments or high costs.

AVMA speaks with authority as the leading voice in veterinary medicine, setting standards for pet health and professional education. It appeals to both pet owners and veterinary professionals by focusing on research, advocacy, and industry leadership, reinforcing its role as a trusted organization in animal care.

6. Competitors' strengths (List)

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MyPet

- Information is well placed
- Sign-in and registration options
- Finding vet clinic near you
- Reward and reminder options
- Good use of text and background colors
- Simple sign-in and registration process
- Brand awareness
- Key information is present

PetVet

- Visually appealing
- Good use image placement
- Filter options when finding vets near you
- Text enlargement
- Good use of text and background colors
- Very resource based

AVMA

- Visually appealing
- Good use image placement
- Sign-in and registration options
- Good use of text and background colors
- Very resource based

7. Competitors' weaknesses (List)

MyPet

- Lacking in key information
- Most features are just resource based
- No text manipulation options
- Browser based language translator
- No other user flow options other than resources
- Navigation needs more variations
- Brand awareness can be improved
- Logo and icons are outdated
- Lack of data

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PetVet

- Some features are broken which are nice to have
- Limited to only brand clinics
- Browser based language translator
- Limited filter options
- No other user flow options other than resources
- Hover needs to be changed in the navigation not good for accessibility

AVMA

- Information can seem overloaded
- Mostly a resource based website
- No text manipulation options
- Browser based language translator
- No other user flow options other than resources
- Navigation has too many options can be confusing at times

8. Gaps (List)

Some gaps includes:

- Limited Functionality Beyond Resources – All three competitors primarily focus on providing information but lack interactive features, user engagement tools, or additional user flow options beyond resources.
- No Text Manipulation Options – None of them offer accessibility features like font size adjustments, contrast settings, or readability improvements, which are essential for usability.
- Browser-Based Language Translator – They all rely on basic browser translation instead of offering an integrated, accurate, and context-aware multilingual experience.
- Navigation Issues – MyPet lacks variation in navigation, PetVet has accessibility concerns with hover interactions, and AVMA's navigation is overloaded, making it overwhelming for users.
- Limited Personalization & Filtering – PetVet has limited filter options, and the others don't seem to offer any form of content customization or tailored recommendations for users.

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- Branding & Visual Identity Issues – MyPet's logo and icons are outdated, which affects brand awareness. AVMA and PetVet could also benefit from a more modernized look and feel.
- Lack of Data & Analytics Integration – MyPet lacks data-driven insights, and none of the competitors seem to emphasize personalized user experiences or data-backed recommendations.

9. Opportunities (List)

Some opportunities identified includes:

- Comprehensive User Profiles & Pet Management
- Integrated Map & Insurance Filtering
- E-Commerce for Pet Products & Medications
- Enhanced Accessibility & User Experience
- Interactive & Personalized Experience
- Multi-Flow User Journeys
- Stronger Brand Identity & Trust