

Competitive audit	Goal: Compare the user experience of registering pet information for a veterinarian on a website				
	General information				
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)
AVMA	indirect	Schaumburg, IL	Online resource	N/A	https://www.avma.org/
MyPet	direct	N/A	Find location via zip code	N/A	https://www.mypet.com/default.aspx
PetVet	direct	N/A	Find nearby location, adv	N/A	https://petvet.vippetcare.com/

Competitive audit

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	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience
AVMA	Large	Any pet owner	Empowering veterinarians to thrive in the profession we all love	Good + Visually appealing + Good image placement - Information can seem overload
MyPet	Small	Any pet owner	N/A	Okay + Information is well placed + Okay image placement - Seems too simple not enough info
PetVet	Medium	Any pet owner	We provide affordable, convenient, preventive veterinary care to ensure your pet is healthy year-round for life out here	Outstanding + Visually appealing + Good choice of image and placement - Some features like dark mode is broken

Competitive audit

	Issues	Features
	App or mobile website experience	Features
AVMA	Good + Visually appealing + Good image placement - Information can seem overload	Needs work + Sign-in and registration options - Mostly a resource website
MyPet	Okay + Information is well placed + Okay image placement - Seems too simple not enough info	Okay + Sign-in and registration options + Find vet clinic near you via zip code + Has reward and reminder options - Rest is resource related features
PetVet	Good + Visually appealing + Good choice of image and placement - Dark mode has major usability flaws	Good + Find vet clinics via location and more filters - Limited to only few brand clinics

Competitive audit

	UX <i>(rated: needs work, okay, good, or outstanding)</i>	
	Interaction	
	Accessibility	User flow
AVMA	Needs work + Text and background color is well balanced - No option for text manipulation - Language translate is browser based	Needs work + Sign-in and registration is fairly simple - No other user flow options other then resources
MyPet	Needs work + Text and background color is well balanced - No option for text manipulation - Language translate is browser based	Okay + Sign-in and registration is fairly simple + Finding clinics via zip code is easy to understand - No other user flow options other then resources
PetVet	Okay + Text inlargement + Dark mode + Text and background color is well balanced and easy to understand - Dark mode is broken - Language translate is browser based	Okay + Finding clinic with the filter options is really handy and has a easy flow - Limited filter options - No other user flow options other then resources

Competitive audit

		Visual design
	Navigation	Brand identity
AVMA	Okay + Simple to understand - Has too many options can be confusing at times	Outstanding + Clear color theme, font choice and style + Good use of photography
MyPet	Needs work + Fairly simple - Needs more variations	Okay + Brand is visible + Clear use of font, color and style - Too bland need more information and brand ad. - Logo and icons need work
PetVet	Good + Easy to understand and use + Organized really well - Hover needs change not good for accessibility	Outstanding + Clear color theme, font choice and style + Good use of photography

Competitive audit		
	Content	
	Tone	Descriptiveness
AVMA	Informational and data oriented	Outstanding + Very resource based site
MyPet	Friendly and indirect	Okay + Important information is present - Needs more data
PetVet	Fun, friendly, informational and direct	Outstanding + Very resource based site