

Competitive audit													
To compare the experience of different pet adoption websites													
General information					UX <i>(rated: needs work, okay, good, or outstanding)</i>								
Competitor type <i>(direct or indirect)</i>	Product offering	Website <i>(URL)</i>	Target audience	Unique value proposition	First impressions		Interaction				Visual design	Content	
					Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Petfinder	direct	Dogcare, catcare, all pet care, shelters and rescue, https://www.petfinder.com/	Pet lovers	"Your pet our passion"	GOOD + Tiered layer cake layout + Gets a whole idea in one scroll + Easy to navigate + very clear and crisp + categorised every section seperately - guest option available + login only via facebook , google or email.	GOOD + Easy to use - doesn't offer any audio accessibility - only available in English +Homepage works very well +Account page is neat and clear	NEEDS WORK + can be sorted by breed, age , size, gender, coat length, days on petfinder, Shelter rescue, name +each category when opened shows a small write up about the content +tabs on top movable, not attached to top -very bad alignment and placing of elements in pet page, no details given +Detailed learning explanation for every breed given, users get a clear idea about th breed -Many cliclable elements doesnt made any sense No hover effects given anywhere +has three tabs *find a pet *Breeds *resources *search *Favourites *Account	NEEDS WORK - doesn't offer any audio accessibility - only available in english - no feaures for visual impairment	NEEDS - Some unwanted repeated questions in between -complicated user flow	NEEDS WORK + some buttons doesnt have purpose +good connected navigations from every page + easy to navigate back and select other options	OUTSANDING +Font- Nexa regular + single colour pallette purple and white +Clean moderate representations style. +good contrast in illustration and background +light background and clickable items are dark in colour. - change in CTA when selecting items. purple chages to black +icons or symbols, they typically go with purple unfilled icons, on the white background and when the icon gets activated they fill with purple	GOOD + Friendly and informative + Pleasing	OUTSTANDING + Short and to the point + Focused on info relevant to target audience
Dogspot	Direct	adoption, grooming, doctor, pet shop, trainers, breeders etc https://www.dogspot.in/adoption/	pet lovers	"We love all things dog!"	GOOD +Box layout + guest login option available +login only with email and google +Login kept simple -After logging it directly navigated to the a	NEEDS WORK -Homepage is not attractive. - directly focusing on products instead of giving an idea about th website	GOOD +Categorised based on dog, cat birds, small pets etc + Sale and adoption option available -imaga are not consistent - No sorting and filter options +tabs on top movable, not attached to top +Good detailed explanation given about the pet +Detailed learning explanation for every breed given, users get a clear idea about the breed - More focused on selling products rather than adoption No hover effects given anywhere -No option to share and save as favourite +tabs blogs, adoption, q&a, Shop by pets	NEEDS WORK - Doesn't offer any audio accessibility - Only available in english - No features for visual impairment	NEEDS WORK -Navigation is very poor. when clicking CTA its nit directing tiwards the intended page. -Complicated user flow	NEEDS WORK -Position of CTA is not focusing the user -CTA colour dosnt change whn selecting	GOOD + Font: sans serif + brand colours: Orange and green + Background plain - no change in CTA when selecting items. -Too much crowd, Not soothing to the eyes	GOOD + Friendly and informative	OUTSTANDING + Short and to the point + Focused on info relevant to target audience