

Competitive audit										UX (rated: needs work, okay, good, or outstanding)													
To compare the experience of different childrens story telling app																							
General information										UX													
										First impressions					Interaction					Visual design		Content	
Competitor type (direct or indirect)	Location(s)	Product offering	Price (INR)	Website (URL)	Business size	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness							
Kinderling kids radio	Indirect	australia	kids stories	370/ month	https://play.google.com/store/apps/details?id=sau.com.kindering	small	children aged 0-7	"Designed for kids, loved by parents"	GOOD + gets a whole idea in one scroll + Easy to navigate + very clear and crisp + categorised every section seperately - guest option not available + only direct login , no option to login via facebook or gmail.	GOOD + Easy to use - App doesn't offer any audio accessibility - App is only available in English +Homepage works very well, but not very attracting and pleasing +Account page is neat and clear +There is a safe lock before entering accounts page such as CHILDLCK	GOOD + Categorised based on routine, activity etc +online payment option + recognise even if there is spelling mistake +each category when opened shows a small write up about the content + login as guest option not available +tabs permanent on bottom, and slides in the centre +lot of filters +has three tabs *Homescreen - showing all categories *Search - To explore so many categories based on age, routine,needs etc -Account could be placed at the bottom itself to feel continuity and all actions together in one area -No sleep timer so that it turns off after a specified time.	NEEDS WORK - doesn't offer any audio accessibility - only available in english - no feaures for visual impairment	GOOD + straightforward user flow +simple, clear, and easy	NEEDS WORK + buttons are clearly marked + easy to navigate back and select other options - The action menu on the episodes whn clicked navigates o another page just to show an option "add to playlist" which is unnecessary. - The story previously played is show in the botom and there is no option to close it.	OUTSTANDING +Font- Nimbus Sans Regular otf + single colour palette +Clean moderate representations style. +Less to medium contrast in illustration and background +light background and clickable items are dark in colour. +Pumpkin (Family) Color Palette -no change in CTA when selecting items. -icons or symbols, they typically go with grey icons, on the white background and when the icon gets activated they fill with orange -pop of colour blue doesnt match with the orange and white and pops out too much distracting and stays different. - images placed is a bit distracting and doesnt go with the overall appearance of the app	GOOD + Friendly and informative + Pleasing	OUTSTANDING + Short and to the point + Focused on info relevant to target audience						
Storytel	Direct	available in 20 countries	All types of audience	299 / month	https://play.google.com/store/apps/details?id=grii.storytel.ap	Large	All age group	"Telling stories that make your blood run faster."	GOOD + guest option available +Provides option to login only with facebook +Login kept simple + gets a whole idea in one scroll + Easy to navigate + very clear and crisp + categorised every section seperately	NEEDS WORK +accounts page clean and interactive + Easy to use +Homepage works very well, but not very attracting and pleasing +There is a section in profile called the "activate kids mode". it then shows only kids section if it is on	GOOD +Categorised based on fiction novels, best sellers, physco thrillers etc. +Free trial option available +online payment option available + doesnt recognise if there is spelling mistake +Great filters +Shows options in search bar +Story tel has 4 tabs. *Homescreen- all categories listed *Search- You can check amazing content with filters like books, authors,narrators, series and tags *Book shelf - add your favourite book to bookshelf *Profile- To maintain profile of the user, FAQs, account detail, etc +Good payment system	NEEDS WORK - doesn't offer any audio accessibility - only available in english - Theme can be changed	GOOD + straightforward user flow +simple, clear, and easy	GOOD + buttons are clearly marked + easy to navigate back and select other options	GOOD + Font: Linotte Regular + brand colours: *dark theme : cranberry, Gradient colour, blue and black, orange and white * Light theme : white, orange, cranberry + Background plain -no change in CTA when selecting items. -icons or symbols, they typically go with grey icons, on the white background and when the icon gets activated they fill with orange +All images placed blend beautifully with the other elements, clean and clear	GOOD + Friendly and informative + Pleasing	OUTSTANDING + Short and to the point + Focused on info relevant to target audience						