

|                   |                                                                                      |               |                                                               |                          |                                                                                                 |
|-------------------|--------------------------------------------------------------------------------------|---------------|---------------------------------------------------------------|--------------------------|-------------------------------------------------------------------------------------------------|
| Competitive audit | Competitive audit goal: Compare the account creation process and the user experience |               |                                                               |                          |                                                                                                 |
|                   | General information                                                                  |               |                                                               |                          |                                                                                                 |
|                   | Competitor type<br>(direct or indirect)                                              | Location(s)   | Product offering                                              | Price<br>(\$ - \$\$\$\$) | Website<br>(URL)                                                                                |
| 500px             | Direct                                                                               | Canada        | Social network for specifically photographers                 | \$                       | <a href="https://500px.com/">https://500px.com/</a>                                             |
| Flickr            | Direct                                                                               | Canada        | Social networks specifically for photographers                | \$                       | <a href="https://flickr.com/">https://flickr.com/</a>                                           |
| Pinterest         | Indirect                                                                             | United States | Mainstream social network that is highly visual               | \$                       | <a href="https://www.pinterest.com/">https://www.pinterest.com/</a>                             |
| Behance           | Indirect                                                                             | United States | Social network for creatives like designers and photographers | \$                       | <a href="https://www.behance.net/onboarding/adobe">https://www.behance.net/onboarding/adobe</a> |

## Competitive audit

|           | Business size<br>(small, medium, large) | Target audience         | Unique value proposition                                                                                         | First impression<br>Desktop website experience                                                         |
|-----------|-----------------------------------------|-------------------------|------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| 500px     | large                                   | Worldwide photographers | Focuses specifically on photography and does not include categories for design and other types of creative work. | <b>Good</b><br>+ Simple and clean visuals<br>- Many options in the main menu, might come off confusing |
| Flickr    | large                                   | Photographers           | Great exposure & 50% off the first year                                                                          | <b>Good</b><br>+ Visually engaging<br>- A lot of content being shown at one time, can be overwhelming  |
| Pinterest | large                                   | Everyone                | Excellent source of sending traffic to your site or blog                                                         | <b>Outstanding</b><br>+ Visually engaging<br>+ Easy to navigate                                        |
| Behance   | large                                   | Creatives               | Good exposure for your work and build name recognition                                                           | <b>Outstanding</b><br>+ Visually clean and organised<br>+ Easy to navigate                             |

## Competitive audit

|           | Expressions                                                       |                                                                                                                                                                                                          |
|-----------|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           | App or mobile website experience                                  | Features                                                                                                                                                                                                 |
| 500px     | <b>Good</b><br>+ Simple and organised<br>+ Consistent layout      | <b>Good</b><br>+ Simple and easy login in section<br>+ Personal profile with helpful features<br>+ Simple search bar<br>- Too many different menus with multiple options, might be seen as overwhelming  |
| Flickr    | Okay<br><b>- Overwhelming</b><br>+ Visually consistent            | <b>Good</b><br>+ Profile section<br>+ Organized menu section<br>+ Explore section that is organized and easy to navigate<br>- Redundant/Inconsistent login in section                                    |
| Pinterest | Good<br>+ Easy to use<br>- A lot of content displayed at one time | <b>Good</b><br>+ Simple login in section<br>+ Profile section<br>+ Pictures and Video features<br>+ Simplified Menu sections<br>+ Ability to edit Home Feed<br>- Needs to include other helpful features |
| Behance   | Outstanding<br>+ Organised and easy to navigate                   | <b>Outstanding</b><br>+ Great profile section layout<br>+ Custom feed options<br>+ Guided steps on how to use the site                                                                                   |

## Competitive audit

|           | <b>UX</b><br><i>(rated: needs work, okay, good, or outstanding)</i>                                                                                   |                                                                       |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
|           | <b>Interaction</b>                                                                                                                                    |                                                                       |
|           | <b>Accessibility</b>                                                                                                                                  | <b>User flow</b>                                                      |
| 500px     | <b>Okay</b><br>+ Simple layout with text hierarchy<br>+ Black and white theme, words are easy to read<br>- Navigation direction isn't readily obvious | <b>Good</b><br>+ The flow is simple<br>- Isn't immediately intuitive  |
| Flickr    | <b>Needs Work</b><br>+ Language feature<br>- Lacking text hierarchy<br>- Could have better use of visuals                                             | <b>Good</b><br>+ Flow is simple and easy to navigate                  |
| Pinterest | <b>Okay</b><br>+ Strong contrasting visuals<br>+ Simple and intuitive navigation<br>- Could provide more accessibility features                       | <b>Good</b><br>+ Clear navigation<br>+ intuitive                      |
| Behance   | <b>Good</b><br>+ Guidance while using the website<br>+ Good use of visual imagery and icons to aid users into knowing what they're selecting          | <b>Outstanding</b><br>+ Easy<br>+ Guided with visuals and information |

## Competitive audit

|           |                                                                                                            | Visual design                                                                                                                           |
|-----------|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
|           | Navigation                                                                                                 | Brand identity                                                                                                                          |
| 500px     | <b>Good</b><br>+ Menus are organized and simple<br>- Too many options, might be overwhelming               | <b>Okay</b><br>+ Modern and minimal design<br>+ Design consistent<br>- Not visually engaging<br>- No brand colors unique to the company |
| Flickr    | <b>Good</b><br>+ Clear navigation<br>+ Menus are simplified and organized                                  | <b>Good</b><br>+ Modern design<br>+ Consistent<br>+ Good use of brand colors                                                            |
| Pinterest | <b>Good</b><br>+ Menus are simple and straightforward<br>+ Strong brand identity with navigation icons     | <b>Outstanding</b><br>+ Clean and vibrant design<br>+ Consistent and strong brand identity                                              |
| Behance   | <b>Outstanding</b><br>+ Selectable buttons are easily recognised<br>+ Icons used to describe use of button | <b>Good</b><br>+ Modern<br>+ Consistent                                                                                                 |

| Competitive audit |                             |                                                               |
|-------------------|-----------------------------|---------------------------------------------------------------|
|                   |                             |                                                               |
|                   | Content                     |                                                               |
|                   | Tone                        | Descriptiveness                                               |
| 500px             | Clean, Simple and Welcoming | Good<br>+ Clear and Brief                                     |
| Flickr            | Straightforward             | Okay<br>+ Straightforward<br>- Very little detail/information |
| Pinterest         | Fun and inviting            | Good<br>+ Simple, straightforward and helpful                 |
| Behance           | Engaging and Helpful        | Good<br>+ Helpful and brief                                   |