

Competitive Audit Report

1. Competitive audit goal(s)

Compare the browsing and account creation process in sites of indirect and direct competitors

2. Who are your key competitors? (Description)

Our key competitors are 500px and Flickr which are both networking sites specifically for photographers, Pinterest which is a mainstream social networking site that is highly visual and Behance which is a social networking site for creatives in general. 500px and Flickr are direct competitors while Pinterest and Behance are indirect competitors

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

500px is a very visually modern and minimal networking site for photographers with features to encourage inspiration and help photographers to put themselves out there. They provide the ability to view high quality photographs from other photographers. Their site is easy to navigate but the variety of options they have may be overwhelming to some.

Flickr is a visually engaging modern design of a networking site for photographers, providing an explore feature that is easy to navigate because of the organization of the menus. It provides the ability to showcase high quality photography and provides great exposure for photographers. The login process was redundant and there could be a better use of text hierarchy to guide the users.

Pinterest is a very visually inviting mainstream site with contrasting colors that allows users to pin images and videos they have interest in while showcasing their own work by posting on the site. It provides an excellent source of sending traffic to your blog. On the site there is also the ability to edit your own home feed, to make it more personable. Pinterest can be overwhelming as it shows a lot of its visual content at once.

Behance is a visually modern site for creatives to gain good exposure for their work and build recognition. They provide a platform for creatives to post high quality work and be inspired by others. Their site is very consistent and easy to navigate with features that guide and aid the user through the user flow. Out of all 4, Behance had the best user experience.



Competitive Audit Report

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

500px markets itself to worldwide photographers by providing networking features and the ability to view other's work and showcase your own.

Flickr markets itself to photographers by providing exposure and the ability to be inspired by others.

Pinterest appeals to everyone as it markets itself as a visual concept where you pin your various interests, keeping track of them while also being able to form your own blog by posting visuals.

Behance markets itself as a platform for different creatives to gain exposure and recognition for their work.

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

500px markets itself as a global photo sharing platform that provides a community for photographers to gain exposure and connect

Flickr markets itself as an American image and video hosting service that provides online photo management and sharing applications while photographers can connect.

Pinterest markets itself as an image sharing and social media service, providing users with the ability to enable saving and discovery of information on the internet using images, and on a smaller scale, animated GIFs and videos, in the form of pinboards

Behance markets itself as a social media platform whose main focus is to showcase and discover creative work.

6. Competitors' strengths (List)

500px strengths include:

- Consistent and modern design
- Easy login section

Flickr's strengths include:



Competitive Audit Report

- Visually engaging
- Well designed explore section that promotes simple navigation
- Language features

Pinterest's strengths include:

- An easily-recognizable brand identity
- Navigation icons
- Ability to edit the home feed

Behance's strengths include:

- Selectable buttons are easily recognised
- Icons used to describe use of button
- Guided steps when using the site

7. Competitors' weaknesses (List)

500px weaknesses include:

- Browsing options and breadth of offerings that is overwhelming
- Navigation isn't immediately intuitive
- Not visually engaging
- Could bring more accessibility features

Flickr's weaknesses include:

- Browsing options and breadth of offerings that is overwhelming
- Lacking text hierarchy
- Redundant login in section

Pinterest's weaknesses include:

- Might be overwhelming because a lot of content is displayed at one time
- Could provide more accessibility features



Competitive Audit Report

Behance's weakness include:

- N/A

8. Gaps (List)

Some gaps we identified include:

- Three competitors could provide more consideration of accessibility features in their design
- All three competitors provide the possibility of the user being overwhelmed with the amount of content on screen at one time
- Struggle with navigation with two competitor's sites

9. Opportunities (List)

Some opportunities we identified include:

- Create a design with a simple, guided and easy navigation
- Include accessibility design elements
- Create a design that is inviting enough for experienced photographers and simple enough that inexperienced photographers/new users won't be overwhelmed.

