

Competitive Audit Report

1. Competitive audit goal(s)

Comparing the user experience between movie ticketing apps

2. Who are your key competitors?

Our key competitors are Fandango and Atom Tickets. Fandango provides many on-screen movie locations nationwide, and Atom Tickets is famous for its great user-friendly interfaces for finding a good movie.

Our other indirect competitors are AMC Theaters and Flixster, AMC provides ticketing option movie options for specifically AMC movie theaters and Flixster emphasizes their social aspects for finding a good movie.

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

Fandango's app is simple and easy to navigate with a straightforward process to locate a movie time, location, and an easy purchasing process. Their app carries a simple and friendly tone that doesn't carry too much motion imagery or advertising. They don't have many options for user accessibility or variety in languages.

Atom Tickets app is quite engaging and visually appealing for the user, they move strongly with branding, marketing, and ensuring a good user experience within the app. It uses a lot of video, imagery, and motion to advertise the movie to the target audience. From selecting a movie, choosing your location option, and picking a seat, to the purchasing process, the app is quite easy to navigate. It offers trailers with audio for any desired movie but they do not have many accessibility options.

Flixster's app is directed more toward the social aspects of movies, its target audience is more interested in the rating of the movie. It's very simple and straightforward. It lacks visual appeal and strong branding. There aren't any accessibility options and no other languages other than English available.

AMC Theater is directed toward an audience that relies on AMC theaters for movie watching. The app is very engaging, friendly, and inviting, and has a strong use of branding. There's smooth navigation in the app that allows the user to locate and purchase from the nearest AMC theater. There aren't many accessibility options.



Competitive Audit Report

4. How do competitors position themselves in the market?

Fandango positions itself as an American ticketing company that offers other services such as streaming media and being a provider of television. This allows their users to not only purchase tickets but also be able to explore their other features.

Atom Tickets positions itself as a high-quality movie ticketing app that prioritizes user experience. This allows their user to have the most optimal and efficient app experience.

Flixster positions itself as a social networking movie interface for learning about movies and finding others that share the same interest in movies. This gives users a more social aspect of movie hunting.

AMC Theaters position itself as a ticketing app for AMC theaters across the country. This allows users that prefer the experience of AMC theaters to find new movies in those locations easily.

5. How do competitors talk about themselves?

Fandango describes itself as one that offers many movie-based services with best-in-class movie information with its company on many AI and voice platforms.

Atom Tickets describes itself as a revolutionary social movie ticketing app and website that is user-friendly and brings innovative marketing to its younger audience.

Flixster describes itself as a social-networking movie website for discovering new movies which creates a social user experience.

AMC Theaters describes itself as an app catered to its AMC theaters chain.

6. Competitors' strengths

Fandango:

- Visually appealing and efficient app design
- Many features
- Smooth navigation within the app

Atom Tickets:



Competitive Audit Report

- Strong branding
- Innovative Marketing
- Engaging and high-quality experience in the app

Flixster:

- Social network aspects
- Simple navigation

AMC Theaters

- Strong branding
- Many features and options for users to explore
- Efficient layout

7. Competitors' weaknesses

Fandango:

- Only available in English
- No accessibility options
- Brand Identity could be stronger

Atom Tickets:

- No accessibility
- Only available in English

Flixster:

- Visual design needs work
- No accessibility
- Only available in English

AMC Theaters:

- Lack of focus in certain parts of the layout
- No accessibility
- Only available in English



Competitive Audit Report

8. Gaps

Some gaps identified:

- Competitor provides no accessibility feature or they are difficult to locate/identify
- Competitor apps don't ask about language preferences
- Some layouts can be underwhelming or overwhelming

9. Opportunities

Some opportunities identified:

- Provide a language preference option that is easily found
- Provide features for audio or visual impairments
- Capture a good balance of features within the most appropriate layout

