

## 1. Competitive audit goal(s)

Compare the purchasing and navigating experience of each competitor's app.

## 2. Who are your key competitors? (Description)

My key competitors are Cineplex and Atom which are the most common movie ticketing apps that provide similar services and features as the app I am looking to design. These are labeled as direct competitors since they have similar offerings and focus on the same audience.

My other competitors are IMDb and Scene+. IMDb allows users to rate and review films as well as purchase tickets. Scene+ allows users to redeem their points to purchase movie tickets gathered by using their credit card. Since these competitors offer different service, but target the same audience, they are labeled as indirect competitors.

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

Cineplex and Atom's apps are simple and easy to navigate. The process is straight-forward where users select their movie, time, location, snacks, and payment. However, both apps can be frustrating to use. Some of their features do not work as intended there is no accessibility feature.

IMDb's app offers many features which reaches a wider range of users. They have unique features such as, configuring which features to display, personalized recommendation, and recent news. Their app also contains strong branding and is available in 15 different languages. However, users may find it difficult to navigate due to the numerous features on the screen which makes it hard to focus. For example, due to information overload, I struggled finding the button to purchase a ticket.

Scene+'s app has an easy-to-use interface with very strong branding. Their simple design makes it easy to navigate and find certain features. Scene+ offers variety of methods to redeem points allowing users to make a more informed decision. However, their redeem process needs work where some features do not work as intended and users have to repeatedly fill in their information.



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

Cineplex positions themselves as offering movies at “high-traffic destinations that consumers look forward to visiting.” In Canada, Cineplex will have the movie you are willing to watch at the nearest theatre.

Atom positions themselves as a platform to “find new movie releases playing in theatres near you.” They are especially proud with their unique feature of sharing tickets amongst friends and families. They promise their app is straight-forward.

IMDb positions themselves as the “world’s most popular and authoritative source for movie, TV, and celebrity content.” They have the most reputable critics such that users receive a detailed review of each film.

Scene+ positions themselves as a product that is “always expanding [their] list of partners and brands to offer the rewards you love.” Their selling point is the wide variety of options to redeem points cumulated from spending money.

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

Cineplex describes themselves as the fastest and easiest way to purchase movie tickets in Canada. They claim their app is quick and easy-to-use since their patrons are people on the go.

Atom enjoys listing their features and claims that it is the only app on the market capable of all that. They are especially focused on the convenience of using the app and proud of their long list of partners.

IMDb describes themselves as the “world’s most popular and authoritative source for movie, TV, and celebrity content.” Their app allows users to access reviews and critics that cannot be accessed anywhere else.

Scene+ is “always expanding [their] list of partners and brands to offer the rewards you love.” They are trying to offer members greater flexibility to earn and redeem points in ways that work best for them.



## 6. Competitors' strengths (List)

### Cineplex

- Smooth purchasing process
- Easy navigation
- Reliable to have movie showtimes at the nearest theatre

### Atom

- Easy to use interface
- Strong branding
- Unique features

### IMDb

- Configurable settings tailored for different user types
- Accessible
- Tooltips to guide new users

### Scene+

- Easy to filter and browse different items
- Basic navigation
- Strong branding

## 7. Competitors' weaknesses (List)

### Cineplex

- No loyalty programs
- Simple design
- Not accessible

### Atom

- Seating feature is difficult to use
- Hard to access purchased tickets
- Not accessible

### IMDb

- Hard to focus with the number of features on one screen
- Difficult to navigate
- Purchasing process is not intuitive



## Scene+

- Redeeming process is difficult
- Not enough information or description
- Not accessible

## 8. Gaps (List)

Some gaps identified include:

- Competitor products lack rewards program
- Competitor products provide a limited amount of accessibility features
- Purchase and seating process isn't clear or intuitive

## 9. Opportunities (List)

Some opportunities identified include:

- Customize notifications and pre-order eatery for pick-up
- Integrate voice assistive technology
- Create a straightforward process for browsing options, purchasing tickets/eatery, and choosing seats.

