

## 1. Competitive audit goal(s)

Compare the features and functionalities of each competitor's app.

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

My key competitors are The Weather Network, Apple Weather app, and AccuWeather which are most used weather forecast platforms. These are labeled as direct competitors since they have similar offerings and focus on the same audience.

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

The Weather Network and AccuWeather are great for users checking the current temperature as it is displayed first. There is additional information for those who require it. However, they both have slow loading time most likely due to the ads on every screen. The color scheme of both platforms makes it difficult to read on certain screens.

The Apple Weather app is only offered to those using an apple product. It is solely for the purpose of displaying the weather and has limited functionality. It has all the essential data, but those who seek more will not be satisfied.

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

The Weather Network positions themselves as a network that "delivers weather information on television, digital platforms, and TV apps." In Canada, The Weather Network is popular and viewed on TVs quite often.

The Apple Weather app positions themselves as a platform to "allow users to see the conditions, forecast, temperature, and other related metrics of the device's current location, as well as a number of other cities." Most apple users default to this app to check the weather.

AccuWeather positions themselves as a global "weather forecasting service". They are especially proud of their accurate weather reading.



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

The Weather Network describes themselves as the most viewed network in Canada as it is popular for those who watch TV in addition to their website and app.

The Apple Weathering app describes themselves as the most accessible weather app for apple users as it is highly accessible and easy to use.

AccuWeather describes themselves as the most reliable weather forecasting service since they have the best technology.

### 6. Competitors' strengths (List)

#### The Weather Network

- Cool aesthetic and design
- Easy, basic navigation
- News related to weather

#### Apple Weather App

- Easy to use interface
- Easy, basic navigation
- Displays the most relevant data first

#### AccuWeather

- Cool aesthetic and design
- Easy, basic navigation
- News related to weather

### 7. Competitors' weaknesses (List)

#### The Weather Network

- Ads
- Not accessible
- Long loading time

#### Apple Weather App

- Little content

#### AccuWeather

- Ads



- Not accessible
- Long loading time

### 8. Gaps (List)

Some gaps identified include:

- Competitor products are sometimes hard to read due to their color scheme
- Competitor products provide a limited amount of accessibility features
- Weather is displayed by the hour

### 9. Opportunities (List)

Some opportunities identified include:

- Display the weather for the next hour in a short interval
- Add a news section separate from the main weather information
- Keep it simple with sleek, modern design

