

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 TD Canada Trust and Scotiabank which are two banks that I am associated with. 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)

TD Canada Trust and Scotiabank are great for users checking their bank details. However, there are too many unnecessary features on their platform that takes away their experience.

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

TD Canada Trust positions themselves as a bank that aims to stand out from its peers by having a differentiated brand – anchored in our proven business model, and rooted in a desire to give our customers, communities, and colleagues the confidence to thrive in a changing world.

Scotiabank positions themselves as guided by their purpose: "for every future", they help their customers, their families and their communities achieve success through a broad range of advice, products, and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets.

5. Competitors' strengths (List)

TD Canada Trust and Scotiabank

- Cool aesthetic and design
- Well organized
- Contains all essential features



6. Competitors' weaknesses (List)

The Weather Network

- Clustered features that are unnecessary
- No accessibility feature
- User journey is not always intuitive

7. Opportunities (List)

Some opportunities identified include:

- Focus more on the branding
- Ensure every user journey makes sense
- Innovative feature that allows a seamless online shopping experience

