Competitive audit

Compare the ordering experience of each competitor's app used by musicians to share their work

	General information								UX (rated: needs work, okay, good, or outstanding)								
									First impressions		Interaction				Visual design	Content	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Spotify	Indirect	Global	digital music, podcast, and video service	€ 9.99/ Month	www.spotify.com	Large	The Spotify target audience is located worldwide, with more users in Europe than any other region. The typical Spotify user is young adults – Millennials and Gen Z – however there is not a small audience of older adults aged 55+ who also enjoy the app's music.	Accessibility, customization, pricing, performance, and brand/status. Spotify enables customization which allows customers to search their favorite songs and create playlists.	**Outstanding** + website clean and easy to use + excellent information design + visual appealing **Okay** - page for premium has a design too cold and impersonal, completely different from home	**Good** + app well designed and easy to use + good recommendations. + Fully responsive	**Outstanding** + communities for artists and developers + there are other versions of app according with the profile (artists and developers) **Good** + images help to identify the content - It is not possible to customize the main page	**Outstanding** + Offers 26 different languages + app integrated with voice control software **Okay** + images help to identify the content - It is not possible to customize the letter size	**Outstanding** + user flow clear and easy	**Good** + Basic navigation is clear and intuitive + clear indication of clickable elements	**Outstanding** + Strong brand identity including colors, fonts, style, and imagery + Modern and trendy design	Clean, modern and trendy	**Outstanding** + All key info is present + Exclusive original content
Instagram	Indirect	Global	free photo and video sharing app	Free	www.instagram.com	Large	As of 2022, the majority of Instagram's audience are Millennial or Gen Z users. In fact, overall, Instagram is Gen Z's favorite social platform. Global internet users aged 16 to 24 prefer Instagram to other social platforms — even ranking it above TikTok.	**Simplicity matters**. Instagram focuses on giving users a simple, fun experience when they use the app. "We spend a lot of time talking and interacting with people in real life, listening to them about things they love to have, want to change, and would improve.	**Outstanding** + website clean and easy to use + excellent information design + focus on images	**Outstanding** + app clean and easy to use + Fully responsive + beautiful + focus on images	**Good** + many different functions - maybe too many functions - some functions work only on the app	**Okay** + images help to identify the content - It is not possible to customize the letter size - It is not possible to zoom stories **Need works** - Video subtitles are not automatic	**Outstanding** + user flow is intuitive	**Need works** - some functions are note intuitive - some icons are not intuitive	**Outstanding** + Clear brand identity, including colors, font, style, motion, imagery, and photography	Friendly and formal	**Outstanding** + Focus on pictures and videos - too much "hide" content/functions
Soundcloud	Direct	Global	online audio distribution platform and music sharing website that enables its users to upload, promote, and share audio, as well as a digital signal processor enabling listeners to stream audio	€4,99/ Month	www.soundcloud.com	Large	There are 76 million active monthly users on the platform And 35% of SoundCloud's audience is between the ages of 18 and 35.	SoundCloud offers six primary value propositions: **accessibility, pricing, customization, performance, risk reduction, and brand/status**. The company creates accessibility by enabling music artists to find audiences with whom they can share their work.	**Outstanding** + website clean and easy to use + excellent information design	**Good** + app clean and easy to use + fully responsive - no visual identity	**Good** + images help to identify the content - It is not possible to customize the main page - It's not easy build communities	**Good** + I don't find how to change language or voice control + It is possible to change interface style to light or dark	**Outstanding** + user flow is intuitive	**Need works** - It's no easy to find settings functions (they are "hide") - some icons are not intuitive	**Need works** - there is no visual identity on the app at all	Clean, formal and impersonal	**Okay** + very simple functions + short and to the point