Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

The goal of this audit was to identify and understand the effectiveness of online courses for marginalized community with low resources.

2. Who are your key competitors? (Description)

Coursera is a direct competitor that promises to build skills with courses from top universities like Yale, Michigan, Stanford, and leading companies like Google
Udemy, a direct competitor, asks you to join millions of learners from around the world already learning on Udemy.
LinkedIn Learning, an indirect competitor, tells you to gain access to up-to-date content & expert-led courses, on-demand for desktop & mobile, 24/7, unlimited access.

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

Coursera makes a very clear and direct connection between Universities and top leading companies.

Udemy looks like an online tool just to learn new online courses at your own pace and time without pressure.

LinkedIn Learning offers a large library of up to date courses on mobile and desktop for one price and unlimited.

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

Coursera: Get ready for a career in high-demand fields like IT, AI & cloud engineering. Learn from the same professors & graduate with the same credential as on-campus.

Udemy: Find the right instructor for you. Choose from many topics, skill levels, and languages.

LinkedIn Learning: Unlimited Access To Over 16,000 Business, Design & Tech Online Courses.

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



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Coursera: Learn Without Limits. Build skills with courses, certificates, and degrees online from world-class universities and companies.

Udemy: A broad selection of courses from 183,000 online video courses

LinkedIn Learning: Grow your skills. Learn in-demand skills with over 16,000+ online courses taught by real-world professionals.

6. Competitors' strengths (List)

Coursera's strengths include:

- Connecting biggest Universities
- Connecting top companies
- Atual University Degrees

Udemy's strengths include:

- Use of visuals to complement text and layout
- Use of color that is accessibility-friendly
- Screen-reader compatibility with app and website

LinkedIn Learning's strengths include:

- Geographic location feature
- Unlimited courses for one price
- Up to date
- Website on desktop, mobile and beautiful app

7. Competitors' weaknesses (List)

Coursera's weaknesses include:

- Lack of languages for courses
- No translation on videos
- Difficult to navigate menu (confusing)

Udemy's weaknesses include:

- Unappealing design
- Poor user interface
- Not enough branding

LinkedIn Learning's weaknesses include:

- Offering too many supplier options
- Library card not working for signing in

8. Gaps (List)

Some gaps we identified include:

- **Coursera** the courses are not offered in all the languages and the menu is overwhelming and confusing.
- **Udemy** unappealing website design and photography.
- **LinkedIn Learning** could have another option where professionals could help you out with live help.

9. Opportunities (List)

Some opportunities we identified include:

- Optimize the app and website for accessibility by including, at minimum: robust images throughout, accessibility-friendly color options, and screen reader-compatibility. We should also offer language translation options, and consider other ways to make our designs more equitable.
- Simplify menu that is intuitive and easy to use
- Be strategic in creating the website and app's information architecture and make sure that it serves user needs
- Clearly label buttons and icons
- Develop a strong brand identity that is consistent between desktop and mobile