

1. Competitive audit goal(s)

Compare the movie ticket purchasing experience and the simplicity of the different competitor's interfaces.

2. Who are your key competitors? (Description)

The key competitors for this audit were Fandango, Movietickets.com, TicketMaster and Live Nation.

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

Two of the competitors are movie ticket apps and the other 2 are for concerts and events in general. Fandango, TicketMaster and Livenation are good quality. I believe the best looking app here is Fandango. It's UX is a bit more complex than I believe it needs to be, however, it has all the necessary features for a good movie ticket app. Movietickets.com has an immature interface. It seems it was poorly put together, and the purchasing aspect of the site is from a third party. TicketMaster and Livenation have too much going on on the interface, like ads and simply too much text.

4. How do competitors position themselves in the market?

Fandango seems like it wants to be THE movie ticket app for all people. It definitely has a youthful edge to it in its visual design. Movietickets.com seems to not really have a market it wants to sell it (at least that doesn't seem to be communicated on the site). As for TicketMaster, it is similar to Fandango. TicketMaster seemingly wants to be THE place for buying tickets to all events, however it obviously leans into the concert-going market. LiveNation is the same, however Livenation seems to seoly be leaning into the concert-going communities.

5. How do competitors talk about themselves?



Popcon Competitive Audit Report

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Fandango talks about itself as the main place to buy a movie ticket, and this is something that is nationally accessible.

Movietickets.com doesn't say much about itself.

TicketMaster talks about itself as a place to buy a ticket to any event or concert that is going on nationally. They're name says it all. It is the ticket master.

LiveNation talks about itself as the place to get a ticket for your favorite artists concert. In a way, they are the platform that gets you to them.

6. Competitors' strengths

Fandango

- Great visual design
- Relatively simple purchasing experience
- Branding

MovieTickets.com

- Relatively simple purchasing experience
- Cast list

TicketMaster

- Branding
- Price interval selector
- Visual seat selector

LiveNation

- Branding
- Price interval selector
- Visual seat selecto

7. Competitors' weaknesses

Fandango

- Purchasing process a bit too long
- Needs more space for movie list
- Maybe too much going on on the homepage

MovieTickets.com

- Visual design

TicketMaster

- Too much going on, cluttered interface

LiveNation

- Cluttered homepage interface

8. Gaps



- Quick purchasing process
- Simpler UX on homepage

9. Opportunities

- Provide consumers with a quick purchasing experience
 - Apple pay
 - Less pages
- Add casting list
- Simple movie list
- In-app wallet

