

1. Competitive audit goal(s)

Compare the ticketing process on competitor's mobile sites and apps, where applicable.

2. Who are your key competitors? (Description)

Direct competitors are Cinemark and Alamo Drafthouse, national movie theater chains, and City Lights, a local theater. Central Cinema Seattle is an indirect competitor.

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

Cinemark, being a major movie theater company, has an excellent web and mobile system. The ticketing process is clear, easy, and fast, and the ability to save payment info, track releases, and gather rewards is a nice touch. It doesn't seem to have a lot of non-English functionality, though, or voice support.

Alamo Drafthouse is another national theater chain, and its web and mobile platform is as robust as Cinemark's, although the branding and copy is less "corporate" and more "cool." The UI is solid but can sometimes lose users who are searching for upcoming events, and mobile elements can be a little glitchy. Strong product, but also lacking in language/voice support.

City Lights, a local theater, doesn't have a great ticketing experience. It works, but it doesn't have a very accessible design and isn't particularly satisfying to use.

Central Cinema has a similar ticketing experience to City Lights. Low accessibility and navigation that is sometimes unintuitive make the site frustrating to use.

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



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Cinemark markets itself as the premier movie theater experience for everyone. It relies on its brand's longevity, experience, and resources. Cinemark mainly features the big blockbuster films with the occasional special feature event.

Alamo Drafthouse markets itself as a theater for serious, adult moviegoers. While they have some kid-friendly showings, they mostly restrict access to adults. They still have an indie vibe to their brand, even though they've grown to national status as well. They target film enthusiasts with frequent showings of old, cult classic movies, and serve actual food and alcohol during movies.

City Lights is a small-town theater for families. No bells and whistles, just a standard, traditional movie theater experience outside the hustle and bustle of the big city that plays the blockbusters.

Central Cinema markets itself to indie, cult, and nostalgic movie buffs. Independently owned and operated, it targets aging millennials and Gen-X'ers with 80s movies, beer, and good food.

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

Cinemark markets itself as the gold standard theater experience, with the most modern screen and sound technology. It leans on its brand recognition to convey a sense of reliable quality to users.

Alamo Drafthouse markets itself as a fun, cool, indie brand. They play enjoyable shorts instead of advertisements before movies, and take public pride in kicking out disruptive patrons.

City Lights markets itself as a local, family-friendly kind of place. They bring the big screen to small towns. Accordingly, their site gets the job done, but only just.

Central Cinema positions itself as a small, independent theater for enthusiasts. They emphasize the sense of community in film buffs who prefer local businesses to mega chains. This is reflected in their low-budget, barebones web experience.

6. Competitors' strengths (List)



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Cinemark:

- Consistent branding
- Saving payment info and watchlists, rewards
- Efficient, clean, fun user flow
- Good navigation

Alamo:

- Consistent branding
- Saving payment info, rewards
- Solid nav and UI
- Straightforward flow

City Lights:

- Little unnecessary content
- Straightforward process flow

Central Cinema:

- Calendar goes pretty far out

7. Competitors' weaknesses (List)

Cinemark:

- Lack of language options
- Lack of voice assistance

Alamo:

- Lack of language options
- Lack of voice assistance
- Buggy UI elements in mobile

City Lights:

- Difficult to read text during payment process



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- No saved payment info, profile, or rewards
- Clickable UI elements not prominent
- Lack of language options
- Lack of voice assistance
- Looks amateurish
- Can't select seats

Central Cinema:

- Looks amateurish
- Can't select seats or save info
- Navigation is a little confusing
- Lack of voice assist
- Lack of language options

8. Gaps (List)

- City Lights and Central Cinema don't offer rewards programs
- Only Cinemark allows users to save movies to their watchlist
- Lack of multilingual and voice accessibility options throughout all the sites/apps

9. Opportunities (List)

- Recommend new/upcoming releases based on past purchases
- Save payment info for fast, easy purchasing
- Create a "wishlist" of movies to track releases

