Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

To compare the User Experience of each competitor's website (Desktop and Mobile)

2. Who are your key competitors?

Our key competitors are those within our vicinity and locality. Ariiya tickets, Naira Box, and Ticket Hub Ng, are all direct competitors while Eventbrite is an indirect competitor although they are the best.

Ariyya tickets is a movie, stage play and ticketing platform; Naira Box is a musical concert and ticketing platform; and Ticket Hub Ng is an event management, tour, and ticketing platform. They all have amazing features and some UX flaws that should be addressed.

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

Ariiya tickets have a simple layout and colour usage. It allows users to add events to Google Calendar. The visual design and content have UX issues and should be checked.

Naira Box has a clear colour scheme, a good choice of images, font, and logo. Users can book tickets for others and even input email of others, and even choose the type of ticket.

Ticket Hub Ng is fully responsive, allowing users to easily navigate the platform and even search for events based on location and time range.

4. How do competitors position themselves in the market?

Ariiya tickets positions itself as a platform where users can buy any type of ticket for any event. Users can easily contact them as social media handles and a WhatsApp number are made available.

Naira Box positions itself as a platform where users can get things done quickly. Call to Action leads directly to the "book a ticket" page and is pretty simple to use.

Tickets Hub Ng makes it easier for users to find events easily just by typing the location and a date range.

5. How do competitors talk about themselves?

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Tickets Hub Ng describes itself as a "find events around you" platform even without requesting for access to users' locations. They believe that users do have preferences, and provided a section where users can select a category of events or concerts that they wish to see.

Naira Box markets itself as a platform where time is very important and key. They do not like to keep users waiting and guessing. The task can be performed on the website as soon as possible.

Ariiya tickets webpage is not fully developed but the idea of adding events to Google Calendar is a good one.

6. Competitors' strengths

Ticket Hub Ng's strengths include:
- Simple layout and colour scheme.
- The website is fully responsive and key information is provided on the mobile version.
- Desktop and Mobile experiences are almost the same.
- Providing easy navigation and classification of events.
- Making it possible for users to share events via links and social media.

Naira Box's strengths include:
- Buttons that are straight to the point.
- Clear brand identity.
- Providing users with the ability to book tickets for other people.
- Allowing users to input individual names and emails for the people they want to buy tickets for.
- Users do not need to log in or register to book a ticket.
- Straightforward ticket booking.
- Responsive website.

7. Competitors' weaknesses

Ticket Hub Ng's weaknesses include:
- Improving the interaction of the website.
- Reducing the number of text fields during registration.

Naira Box's weaknesses include:
- Improving the images used on the website.
- Reducing the number of text fields during sign-up.
- Developing and building the missing pages.

Ariiya tickets' weaknesses include:

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- Improving the quality of images on the hero screen's carousel.
- Improving the contrast on the cards.
- Improving the position of the elements on the cards.
- Working on the alignment of the sign-up form and the login form.
- Improving the user flow of the website.
- Ensuring that the brand's identity is clear enough and appealing.

8. Gaps

Some of the gaps identified are:
- Competitors do not provide how users can see the number of tickets sold, and know the number of people that'd be attending an event around a locality.
- Competitors' website is not all that converting and appealing.

9. Opportunities

Some opportunities identified are:
- Offer a way to book group tickets (for several people) even if it is for a type of ticket.
- Create a simple sign-up form whenever it is necessary for users to join the platform.