

Competitive audit goal: Compare the Automatic attendance and payroll experience of each other competitive apps.										UK (Doesn't mean work, they just or supporting)									
General information										First impressions									
Competitor type	Location	Product/Service	Price	Website	Business size	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	Intuitiveness	Navigation	Brand identity	Visual design	Time	Content	Design elements	
Google authenticator	Direct	For global use	Free	APP	Large	USERS	"Personal security" "Two factor"	Overall nice experience - Lacks in web application	GOOD - Good looking names for all device/OS and	USERS - No need for extra UI	USERS - Accessible by user phones only	GOOD - Easy to reach their target.	GOOD - Good use of shape component	Looks like a payment holder with material, clean and direct	Friendly and direct	Strong but not more to it - Easy to reach	Strong but not more to it - Easy to reach		
Microsoft authenticator	Direct	For global use	Free	APP	Large	USERS	"Good backup for Microsoft account"	NOT MUCH - No website	NOT GOOD - Microsoft/Microsoft account for feature	USERS - Wide range of features at its cost	USERS - High level of 2 - on-point	GOOD - Easy to reach their target	OK - Not aesthetic	Doesn't stand out - Good choice of - Use of color palette	Handy on point and is simplicity	Strong but not more to it - Easy to reach	Strong but not more to it - Easy to reach		
Authenticator by Google	Direct	For global use	Free	APP	Large	USERS	"Simple and secure way to authenticate with applications"	GOOD Experience it has same app for - Website - Simple and secure way to authenticate with applications - Simple and secure way to authenticate with applications - Simple and secure way to authenticate with applications	GOOD - Simple and secure way to authenticate with applications	USERS - Accessible by user phones and desktop app	USERS - Easy to reach their target	GOOD - Good use of design/interaction	Doesn't stand out but worth the use - Good choice of design/interaction	Friendly and direct	Strong - Easy to reach	Strong - Easy to reach			
Authenticator by Apple	Direct	For global use	Free	APP	Large	USERS	"Simple and secure way to authenticate with applications"	GOOD Experience it has same app for - Website - Simple and secure way to authenticate with applications - Simple and secure way to authenticate with applications - Simple and secure way to authenticate with applications	GOOD - Simple and secure way to authenticate with applications	USERS - Accessible by user phones and desktop app	USERS - Easy to reach their target	GOOD - Good use of design/interaction	Doesn't stand out but worth the use - Good choice of design/interaction	Friendly and direct	Strong - Easy to reach	Strong - Easy to reach			
Authenticator by Samsung	Direct	For global use	Free	APP	Large	USERS	"Simple and secure way to authenticate with applications"	GOOD Experience it has same app for - Website - Simple and secure way to authenticate with applications - Simple and secure way to authenticate with applications - Simple and secure way to authenticate with applications	GOOD - Simple and secure way to authenticate with applications	USERS - Accessible by user phones and desktop app	USERS - Easy to reach their target	GOOD - Good use of design/interaction	Doesn't stand out but worth the use - Good choice of design/interaction	Friendly and direct	Strong - Easy to reach	Strong - Easy to reach			