	Competitive aud	Comparitive audit goal: Compare the Automatic attendance and payroll experience of each other compatitive augus.															
there are no indirect cor	General information								UX (oned needs were value) pood or outbracking!								
									First impressions		Interaction			Visual design Content		content.	
	Competitor type (drain or indrain)	Location(s)	Productoffering	Price S-IIII)	Website (JA)	Business size (unal, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	features		User flow	Navigation	Brand identity	Sone	Descriptiveness
ogle authenticator	Direct	For global use	"It offers multiple alternate 25k codes for multiple devices. "It is simple and easy to use with the helicularity	Ruto	A20	Large	useks	"Minimal design" " Easy to use"	Duent have a website - Lacks in web application	-Struck to using names for all devices/logins an	SUPER • Easy to use • No cost and better UI	GREAT - Accessible by user phones only	GOOD - Easy to each their target.	Good use of chips component.	Looks like a password halder with Material de - Doesn't stand out well - no use of icons	Friendly and direct	Strong but not more to it • Easyly readable.
posoft authenticator	Direct	For global use	'pretty much came as authy app' 'uses face id or any id for login into the app'	Ruto	A20	Large	useks	"good backup for icloud account"	NOT MUCH - no website		SUPER - Wide-range of Seatures at no cost	Not much to it, on point. Dut UI	GOOD - Easy track of targets.	OK • Not seathed:	- Doesn't stand out - no use of color pallet	Hanth on point and no empathy	Strong but not more to it . Less readable texts.
	Direct competator for google authenticator	For global use	"It needs pir code before accessing authy app. "It is simple and has multi divice support.	Ruo	https://www.	Large	useks	"It provides more secure-way to authenticate-with pin before entering unlike google authenticator. "orgoides come to make use of	GOOD Experience it has same app for windows • Mondan • Uses Flat design systems		No cost and better UI	GMEAT • Accessible by user phones and desistop app		Good use of ravigation bar.	Does not standout in looks but wort the use • Use of icons and multi divice support makes it applearing choice.		Strong - Easyly readable.
h developensity citta	In-direct	For global use	"It offers password less authentication. "It helps in building custom code for various frontend and	Ruo-20,000	\$234 Newholes author commissions	Large	USERS/Developers	"It provides outtors code for various frontend and backend frameworks" "growtes code samples to developers"	GOOD Experience • Monden • Hastat of documentation to help us implement in our projects	GREAT - Helps in integrating for every app purpose	SUPER - Easy to use - No cost until 7000 users - Hactuts of services to help in authentication	Not much to it, then to learn how to implement it.	6000 • Easy to reach their target. • Can achive what they want to get out of this service.		Does stand out and trusted • Use of dark mode and light colour pallet is way good.	Friendly and direct	Strong and Examplar based • Easyly readable. • Easy to undentand where user words to
seword	Direct	For global use	Twips in scaning 2FA co	Rusi00-1400	A29	Large	users	"auto fills in cross platform devices and sincs single-time passwords way simple"	GOOD Experience dedicated app for windows • Monden • Uses Flat design exidens	GREAT - Helps in integrating for most of the use cases	SUPER • Easy to use • Has lots of services to help in authentication	GREAT - Accessible by user phones and dectop app	GOOD - Easy to reach their target (all are buttons).	Good use of ravigation bar.	Does stand out - But premum pricing	Friendly and direct	Strong But paid • Easyly readable.