

Competitive audit Competitive audit goal: Identify and understand the effectiveness of products and features currently used to help users to open their own business.

General information									First impressions	
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition		Desktop website experience	App or mobile website experience
Startup	Direct	US	App that provides guidance and resources for startups to grow their business	\$	www.startup.me	medium	Small Business Owners and potential startups	"Growing your business doesn't have to be complicated"	Good + Easy to navigate + Strong, consistent branding - Website is only for promoting the app	Good + Consistent branding + Easy to navigate + All features are useful
Business Noura	Indirect	Riyadh, SA	website: An educational platform that aims to provide different services and tools that help to build the required skills for entrepreneurs	\$\$\$	www.nourasbusiness.com	small	Small Business Owners	"Your first educational platform in entrepreneurship"	Outstanding + Easy to navigate + Clean design	Okay + Easy to navigate + Strong, consistent branding - No app only website
Monshaat	Indirect	Most major cities in Saudi Arabia	apps and website that provides services and tools for to support SMEs in Saudi Arabia	\$	www.monshaat.gov.sa/en	Large	Small and medium Business Owners	"Providing services and business opportunities to unlock the growth and competitiveness of SMEs"	Good + Strong, consistent branding + Easy to navigate - Not fully responsive	Good + Easy to navigate + Strong, consistent branding and visual design - Feels like it's missing some useful features

UX (rated: needs work, okay, good, or outstanding)						
Features	Interaction			Visual design	Content	
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Outstanding + My Roadmap feature + My Events feature + My community feature	Okay + Strong use of visuals + Use of color is accessibility-friendly - Not equipped for screen reader tech - App is only avilable in 1 Language	Good + Easy to find key actions and info + Clear hierarchy, easy to scan quickly - need a way to tell what steps I completed	Outstanding + Straightforward navigation + Roadmap is clear and straightforward and provided with explanation + Clear indication of clickable elements	Okay + Brand identity reflected throughout design - Feels clutter in some pages	Serious and direct	Good + Easy to follow + Short and to the point
Good + Templates features are useful + calender feature - Roadmap feature is confusing	Okay + Strong use of visuals + Use of color is accessibility-friendly - Website is only available in 1 language	Okay + Clear hierarchy, easy to scan quickly - searching filters are at the bottom of the page - users need to login first to know the price of the products	Outstanding + Easy to navigate + Familiar way to navigate (e.g., swipe)	outstanding + Visual design communicates company ethos + Modern and clean design	Formal but friendly	Good + Descriptions are succinct and to-the-point - Information is not always easy to understand
Okay + Starting feature + Academy feature + Consulting feature - missing poadmap feature - every steps suggest to do consulting	Good + Use of color is accessibility-friendly + App and websites are available in 2 languages	Okay + Clear hierarchy, easy to scan quickly + users can use app as guest - almost every user flow ends with consulting options	Outstanding + Easy to navigate + Familiar way to navigate (e.g., swipe)	RATING + Strong brand identify reflected throughout design + Consistently strong UI, including use of high-quality images	Serious and direct	Good + Easy to follow - Too brief at times