

1. Competitive audit goal(s)

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

2. Who are your key competitors? (Description)

StartItUp: Direct competitor – is an app that provides guidance and resources for startups to grow their business.

Business Noura: Indirect competitor- is a website: An educational platform that aims to provide different services and tools that help to build the required skills for entrepreneurs.

Monshaat: Indirect competitor – is a website and apps that provides services and tools for to support SMEs in Saudi Arabia.

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

StartItUp provide new business owner a clear roadmap for each sector they choose. It provides users with resources (articles and videos) to learn about each step and give them tasks to complete as they build their businesses. It also offers consulting services and a community to get feedback from.

Business Noura help users learn about specific topics about business and provide business templates for users to download. It also offers useful resources for entrepreneurs as well.

Monshaat offer users a variety of business services depending on the project phase, from planning to launching. It also connects business owners with consultants in different fields including law, finance, tech etc.

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

StartItUp's value proposition "Growing your business doesn't have to be complicated"

Business Noura's value proposition "Your first educational platform in entrepreneurship"

Monshaat's value proposition "Providing services and business opportunities to unlock the growth and competitiveness of SMEs"



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

StartItUp describe their app as roadmap to guide user through their journey of creating their business.

Business Noura describes themselves as the first platform for entrepreneurs to learn about different business skill.

Monshaat describe themselves as an empowering and supporting organization for SMEs.

6. Competitors' strengths (List)

StartItUp's strengths include:

- Roadmap feature for each business sector
- Variety of learning resources in one place
- Community feature
- Calendar feature

Business Noura's strengths include:

- Use of visuals to complement text and layout
- Templates feature
- Resources are in Arabic

Monshaat's strengths include:

- Consulting in different fields feature
- It's free
- Available in 2 languages
- Local research

7. Competitors' weaknesses (List)

StartItUp's weaknesses include:

- Only app product –website is only for promotion
- App doesn't track user's progress
- Only available in English

Business Noura's weaknesses include:

- Only website, no app
- Available only in 1 language



Part 2 - Competitive Audit Report

Google UX Design Certificate

Monshaat's weaknesses include:

- Almost every user flow ends with consulting feature
- Doesn't provide templates

8. Gaps (List)

Some gaps we identified include:

- StartItUp and Business Noura are only available in one language
- Business Noura and Monshaat don't provide a clear path where to start
- StartItUp and Business Noura haven't optimized their products experience for accessibility or inclusivity
- StartItUp doesn't track users' progress

9. Opportunities (List)

Some opportunities we identified include:

- Optimize the app and website for accessibility
- Be strategic in creating the website and app's information architecture and make use it serves the user needs
- Develop website and app products that are consistent in features and experience.

