

Competitive audit Comparing the purchasing experience of each competitor's app as a new user. Besides, compare the features each competitor offers.

Competitor type (type of website)	Location(s)	Product offering	Price (\$, \$\$\$)	General information			UX (what needs work only, great or outstanding)										
				Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions			Interaction			Visual design		Content	
				Desktop website experience	App or mobile website experience	Features	Accessibility	Start flow	Navigation	Brand identity	Tone	Designiveness					
FlowerPower	Direct	International	Send fresh flowers and plants	\$\$\$	http://www.flowerpower.com	large	More buying flowers for women	Offers variety of options for each flower bouquet.	Outstanding Website is well-designed and easy to use + Elegant design with strong branding	NEEDS WORK + Minimal Design and easy to use + Good purchasing process	GOOD + Quick QR finder feature + No search notification bar but nothing included in it + Different options to choose for selected flower (Share/Grant/Partner)	NEEDS WORK No audio option for ordering No other languages available	GOOD + Easy and careful order and payment processes + Straightforward user flow	GOOD + Easy basic navigation + Clear indication of clickable elements + Standard navigation bar is useless	Good + Visual design communicates company ethos + Modern and trendy design	Sophisticated and informative	Good + All key info is present + No redundant information about the flower
Flora Noe	Direct	United States & Canada	Same Day Flower Delivery Easy, Fast and Cheap!	\$	No Website	small	all ages and genders who want to buy a flower as a gift	Offers easy to check out process.	Does not have a website	NEEDS TO WORK + So simple + Low Quality photos	NEEDS WORK + Easy to purchase and add to basket + Good look of features + Lack of information about flowers	NEEDS WORK No audio option for ordering No other languages available	OKAY + Can not review the selected flower and add to cart + Straightforward user flow + Provides to add address from contacts + Good checkout process	NEEDS WORK + Unfamiliar navigation patterns + Lack of navigation bar	NEEDS WORK Simple design There is not any color hierarchy between items	Simple and not attractive	NEEDS WORK Lack of information Not descriptive
French Flair	Direct	Los Angeles, California	Instagram unique and beautiful floral arrangements especially for local. Our models are available to help you choose the most fit and healthy for the next big event/celebration etc.	\$\$\$\$	http://www.frenchflair.com	small	Who wants to express gratitude, sympathy and condolences through social floral designs and arrangements.	Offers 12% credit back on every purchase.	Outstanding Design + High quality photos + Informal business design	GOOD + High quality photos + Informal business design	OUTSTANDING + Good library feature + Search modification bar + Subscription feature + Perfect categorization according to color + Referent code feature	NEEDS WORK No audio option for ordering No other languages available	GOOD + Easy and step by step ordering user flow + Easy payment process	GOOD + Easy basic navigation + Clear indication of clickable elements + Perfect hierarchy and design on search/navigation bar menu	OUTSTANDING + Modern and trend UI design + Visual design resonates to company's brand + Clear pastel colors which is in a harmony with content.	Engaging, serious, and informative	NEEDS WORK Not descriptive No information about the selected flower
1800Flowers	Indirect	International	Send flowers, plants, gift baskets, gourmet food, and wide variety of other gifts.	\$	http://www.1800flowers.com/	large	Anyone who wants to buy gifts	Offers Apple pay, Apple business chat and same day delivery.	NEED TO WORK Complicated design So much things to read So many photos	OKAY + Complicated homepage + Good homepage feature	GOOD + Good systematic filtering according to: gift for who, the address, on which date, for which occasion + Photos look great + Different options to choose for selected flower (Large/Medium/Small) + Provides to add gift message + Filtering by send timing address options + Other buyer reviews + No redundant feature	NEEDS WORK No audio option for ordering No other languages available	GOOD + Straightforward user flow + Easy and careful order and payment processes	OUTSTANDING + Well categorized bottom navigation bar + Familiar basic navigation	OUTSTANDING + Modern and trend UI design + Consistent design with company's brand + Good color selection	Informative, Attractive and concise	Good + All key info is present + Top descriptive
Flower	Indirect	International	urlinks over 500k+ shops selling flowers, presents and more.	\$	http://www.flower.com/	large	Seller and shippers	Offers buying gifts and flowers from different sellers.	NEED TO WORK Minimal design Can not find the flowers on the first page Categories are according to the cities	OKAY + Walkthrough pages give information about the app + Complicated homepage design	NEEDS WORK + Seller store is complicated + Good basic categorization + Complicated features + Low quality photos + No information about the flower	NEEDS WORK No audio option for ordering No other languages available	NEEDS WORK + Fun and easy to use for account holders + Payment process without an account is repetitive and frustrating	GOOD + Familiar basic navigation + Some unfamiliar navigation pattern	NEEDS WORK + Unrelated selection of colors + Complicated hierarchy	Complicated and not attractive	Good + All key info is present + Top descriptive

1. Competitive audit goal(s)

Compare the purchasing experience of each competitor's app as a new user. Besides, compare the features each competitor offers.

2. Who are your key competitors? (Description)

Our key competitors are Proflowers, FlowerNow, Flowwow, 1800Flower and FrenchFlorist. All of them are applications for sending flowers, plants, and other gifts to your loved ones. ProFlowers, Florist Now and FrenchFlorist are our direct competitors. Flowwow and Flowernow are indirect competitors.

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

The ProFlowers has a well-designed app with high quality photos of flower bouquets and plants for ordering. The app has a good categorization of the flowers according to the reason for sending them. It has a perfect user flow which leads the users to step by step selecting the proper flower and ordering it.

The FloristNow has a poor functional app. Its design is too simple and not easy to use. It introduces flowers, plants, and balloons to order. It is not possible to review the selected flower before ordering, the flower goes into cart while the user selected it.

The FrenchFlorist is a well-designed app with high quality flowers. It has luxury and expensive products to choose from. The design looks impressive and has a cash back feature.

The 1800Flower is a big company which sells so many flowers all over the world. It also has a well-designed app which communicates the company's ethos. They have a variety of gifts to choose from.

The flowwow has a complicated app with different categorization and showing different sellers on the homepage. It is an app which sellers can also have an account and sell whatever they want on it. Its products are mostly flowers.

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

Proflowers positions itself as a company to send fresh flowers and plants on time. They believe that the process of giving gifts should be a pleasure, so they have focused on users' gifting experience. They pioneered the farm to table delivery experience.

FloristNow positions itself as the first florist app in the United States and Canada. It has a network of 15,000 local FTD florists who deliver the flowers to the recipient and is available all over the United States and Canada.



Part 2 - Competitive Audit Report

FrenchFlorist positions itself as a florist app that curated unique and beautiful floral arrangements. It is the first most trusted flower delivery app in LA with a variety of options to choose from. It also offers VIP memberships. It has high prices, so it positions on the luxury florist apps.

1800Flowers positions itself as a florist app which sends flowers by a local florist or order in advance. It delivers gifts and smiles to 195 countries. It is not also a florist app but offers gift baskets, gourmet food and wide variety of other gifts.

Flowwow markets itself to over 5000+ shops selling flowers, presents and more. It works with shops that deliver fruits, sweat pastries, handmade products, and gift shops for occasions.

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

Proflowers markets itself as an app to send flowers and plants in seconds. It allows users to use their store addresses. Its focus is on sending flowers and plants for any occasion, especially the upcoming holidays. It allows users to create personalized card messages and add checkout quickly.

FloristNow markets itself as an app for sending freshest, finest, and fanciest flowers to send. It delivered more than 1 million flowers last year with Zero problem. It offers same day delivery and working with local FTD florists.

FrenchFlorist markets itself as an app that have curated unique and beautiful floral arrangements. It has experts which help users and customers to choose the best gift and display for the next big occasion coming up. French Florist is the one most trusted flower delivery app in LA with a variety of options to choose from.

1800Flowers markets itself as an app to send flowers, plants, gift baskets, gourmet food, and wide variety of other gifts in just a few easy clicks. Whether at home or on-the-go, gift and flower delivery make it easy to let friends and family know you are thinking about them whether near or far.

Flowwow markets itself as a service which unites over 5000+ shops selling flowers, presents and more. Fast delivery, tasty prices, track your order in real-time.

Flowwow - is the service which unites over 5000+ shops selling flowers, presents and more. Fast delivery, tasty prices, track you order in real-time.

6. Competitors' strengths (List)

ProFlowers:

- Elegant design with strong branding
- Minimal Design and easy to use.
- Good purchasing process
- Quick Gift finder feature
- Different options to choose for selected flower(Deluxe/Grand/Premium)
- Easy and useful order and payment processes
- Straightforward user flow



FloristNow:

- Easy to purchase and add to basket.
- Straightforward user flow.
- Possible to add address from contacts.
- Easy payment process.

FrenchFlorist:

- High quality photos
- High quality photos
- Minimal Interface design
- Good filtering feature
- Sandwich notification bar
- Subscription feature
- Cashback feature
- Perfect categorization according to color
- Referral code feature

1800Flowers:

- Good homepage feature
- Good automatic filtering according to gift for who, the address, on which date, for which occasion
- Different options to choose for selected flower (Large/Medium/Small)
- Possible to add gift message.
- Signing in and saving address options.
- other buyers' reviews
- Ask question feature.

Flowwow:

- Minimal design
- Walkthrough pages give information about the app.
- Good item categorization
- Fun and easy to use for account holders.
- Well categorized bottom navigation bar
- Familiar basic navigation



7. Competitors' weaknesses (List)

Proflowers:

- It has sandwich notification bar, but nothing included in it.
- There is not any descriptive and educating information about the flowers.
- Cannot customize your flower bouquet.

Floristnow:

- So simple first app impression
- Low quality photos
- Overall lack of features
- Lack of information about flowers
- Can not review the selected flower it is suddenly added to the cart.
- Unfamiliar navigation pattern
- Cannot track the order.
- Cannot customize your flower bouquet.

FrenchFlorist:

- Lack of information about flowers
- Not expanding its language options

1800Flower:

- Photos look unreal
- Lack of information about the longevity of the flowers.

Flowwow:

- Sellers' store is complicated.
- Complicated features
- Low quality photos
- No information about the flower

8. Gaps (List)

Some gaps we identified include:

- All of the apps lack the educated and useful information about the flowers.
- Does not have categorization according to the flower's living place.
- Their target users are the one who want to buy flower as a gift what about the users who want to buy flowers or plants for themselves.
- They do not have an option to customize the flower bouquet.

9. Opportunities (List)



Part 2 - Competitive Audit Report

Google UX Design Certificate

Some opportunities we identified include:

- Provide recording of the last orders information, because for instance users may want to send flowers for their mom every Mother's Day.
- Provide rewards or perks for returning users.
- Asking the user that if she/he received the order on time and ask the user to share a real photo of the received flower.



Recorded previous order

Mother's day order

Name: _____

Address: _____

Phone: _____

Send Flower again

Customize Your Own
Flower Bouquet

How many Flowers: _____

Which species: Lily
Rose

Color: white Red
Purple

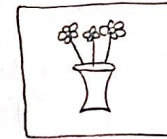
Vase: glass
wood
...

Save

Create account and
save all the addresses
and payment methods
for faster and instant
order.




Share the photo of
the received flower on
the application.




Rate your experience:
overall: _____
Delivery time: _____

Share

On the first page:
choosing if want to buy
flower as a gift or for
themselves

 as a gift

 for myself

For yourself categorizations:

Flowers for:

Garden

Living space

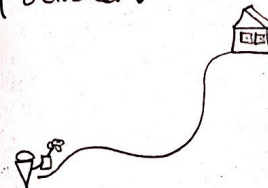
Apartments

Office space



Go!

Easy to track the order:

5th May order ✓
prepared ✓
on its way ✓
delivered ✓



Provide Rewards after
each order:

 Congratulations ✓
 You earned free
gift card

Add it to my order

Save for later