

Competitive Audit	Goal: Compare user experience of each competitor's website to the Mothersip mobile app																
	General information								UX <i>(rated: needs work, okay, good, or outstanding)</i>								
									First impressions		Website Interaction				Website visual design		Website content
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	Desktop website experience	Mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
The Mothersip	-	Rosville, CA	One stop shop for all things craft beer via modile app.		https://mothersip.com	Small	Gen X	1 app that allows users to get all the information they need related to craft beer.	Good + Visually appealing - Feels dense and overwhelming in places	Good + Fully responsive - Interaction was not as smooth on mobile	Good + Online ordering feature + "Create account" feature	Good + Website available in two languages + Images of menu items are clear and legible - Menu isn't compatible with screen reader technologies	Good + Easy to find key info (menu, location, hours) - No clear hierarchy, difficult to scan quickly	Outstanding + Easy to navigate + Clear indication of clickable elements	Good + Clear color scheme, font, and art direction - Inconsistent use of imagery and photography	Serious and direct Friendly in some places	Good + All key info is present - Too descriptive
Beer Maverick	Direct	Pittsburgh, PA	home brewing		https://beermaverick.com	Small	Home Brewers	focus in on homebrewing audience	Outstanding + Interesting and easy to use + Engaging information + Clear branding	Okay - not very easy to use the hops / yeast comparision tools	Outstanding + Hops and yeast comparision tool + homebrewing page + detailed recipe page	Needs work - Website only available in English	Good + Easy to find the menu - search page is oddly placed	Outstanding + Easy to navigate + Menu is well designed	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photography	Fun and informative	Outstanding + Short + Focused on info relevant to target audience
Beer Fests	Direct	N/A	Web site dedicated to beer festivals times and locations		https://beerfests.com	Small	Anyone interested in beer festivals	Fun and friendly branding	Outstanding + Fun and easy to use + Engaging animations + Clear branding	Outstanding + Fully responsive + Engaging animations (same as desktop) + Organizer and ticketing event support	Good + Newsletter feature + Storte locator feature + Online ordering feature with pickup/delivery options - login / create account confusing	Good + Language Translator tool	Okay + Simple to use	Needs work - "Community" link takes use to Facebook Not all site visitors have a Facebook account	Okay + Clear color scheme and art direction - Inconsistent font, photography, and imagery	Fun and indirect	Outstanding + Short and to the point
US Brewery Guide	Direct	N/A	Site dedicated to mapping out breweries by state		https://usbreweryguide.com	Small	travelers interested in finding brewery locations	just mapping information	Okay + Easy to navigate and find information - breweries newly opened or closed not updated	Poor - app is broken	Needs work - main mapping feature is "clunky" - slow to respond - links do not take user to breweries as stated	Okay + Language translator tool works well - Menu items are mis-directional and cause confusion	Okay + Simple to use	Needs work - links to breweries do not take user to the brewery sites - map menu items need updating	Okay - Inconsistent font, photography, and imagery	Direct	Needs Work - site is not being maintained