# Competitive audit report for Wedding Venue app

## 1. Goals of competitive audit

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer.
I am looking at their visual layout and navigation, how they approach pricing for budgets, what resources they offer, how they
handle appointment booking and their accessibility features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses.

## 2. Who are your key competitors? (List)

My key competitors are: Zola, Wedding Spot, Weddmate and The Venue Report. Wedding Spot and The Venue Report are direct competitors, as they focus on wedding venues. Zola and Wedding spot are indirect competitors are more indirect competitors offering more full service wedding planning.

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

* Zola's app is cohesive and very easy to use. Users can see their options at a glance, and they do a great job with the minimalist design to keep you from getting overwhelmed with the amount of information.

* Wedding Spot's app is comprehensive with beautiful photography and and allows users to select and compare multiple wedding venues.

* Weddmate offers worldwide services to find everything from vendors, to restaurants to hair and makeup. It also offers an appealing wedding assistant layout.

* The Venue Report is a beautiful app and website that focuses on high-end destination venues. They offer recommendations in  trendy new openings and travel inspiration.

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

* Zola—Markets itself as a one stop wedding planning and registry app, and want to reinvent the way users pan their wedding. They boast everything from invites to websites.

* Wedding Spot—Positions itself as a lifestyle app, to search for and book tours of venues through their extensive catalog of locations.

* Weddmate—Markets itself as the premiere site to connect users with vendors of all kinds, all over the world.

* The Venue Report—Positions itself as an elite, high-end destination lifestyle site. They market themselves in a 100 different countries.

# 5. What do competitors do well? What could they do better?

| Things Zola does well include: | Things Wedding Spot does well include: | Things Weddmate does well include: | Things The Venue Report does well include: |
|---|---|---|---|
| * Simple, minimal but comprehensive design, easy to navigate<br>* Offers a ton of resources to help plan and organize weddings<br>* An in-app one stop wedding registry<br>* Offers a free wedding website to share | * Beautiful photography<br>* Offers exclusive deals and discounts<br>* Allows users to book free tours through app | * Simple, clean, colorful layout easy to navigate<br>* Consolidated task widget<br>* Accessible in many languages<br>* Links to vendor contacts so users can reach out directly | * Beautiful, elegant and consistent branding<br>* Messaging system to contact one or more vendors at a time<br>* Allows login to save venues<br>* Offers accessibility options |

| Things Zola could do better include: | Things Wedding Spot could do better include: | Things Weddmate could do better include: | Things The Venue Report could do better include: |
|---|---|---|---|
| *Offer a budget calculator (first step in planning a wedding!)<br>* Offer their site and translations in more than one language | * Offer responsive web version<br>* Clean up hierarchy to find items easier | * Offer responsive web version<br>* Offer their site and translations in more than one language | * Offer a mobile app version |

## 6. How do competitors talk about themselves? (Description)

*Zola--"We will do anything for love", they claim to be the easiest way to plan your wedding and register. They offer in-app registry, essentially the middle man so you can choose your products from different shops and keep them all in one place.

*Wedding Spot--"Lifestyle App", they say they they are the "only spot" to search, price, and compare wedding venues. They appeal to users who dont want to make a bunch of phone calls, and can instead choose venues and book straight from app.

*Weddmate--"Marriage planning for bride", wedding planner app that allows you to be your own wedding expert by giving you all the resources you need to plan your dream wedding. It acts as a wedding assistant.

*The Venue Report--"We believe in trusted curation and connecting people with outstanding settings and experiences", a high end website where users find find their perfect destination spot, and an elite marketing platform of invite-only venue profiles.