

Competitive audit **Goal:** Compare the shopping experince of various beauty and personal care companies App as a first time user or a return user

	General information							UX (rated: needs work, okay, good, or outstanding)								
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	Dedicated mobile app experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Huimei	Direct	Macau	Variety of beauty products	\$\$\$	Large	High-earning women	Offers a diverse variety of beauty products	NA	Good + App is well-designed and easy to use + Smooth check out process - No profile tab, no shopping cart tab	Okay + Wechat pay available + Customer service present all the time while scrolling down the app page - Unable to create user profile - Customer reviews not available - Lack of product recommendations	Needs work - Not accessible for people with disabilities - Only offering chinese language	Good + Easy and useful order and payment processes + Straightforward user flow - Not memorable	Good + Easy basic navigation + Clear indication of clickable elements(majority) + Detailed instruction on how to place an order for first-time customers - A few elements are not clickable	Needs work - Background color is not consistent - Brand logo, fonts, size not consistent - Poor resolution pictures - Weak brand identity (each module has various color)	Informative, not consistent.	Good + All key info is present - Some too descriptive - Others too brief (not consistent)
Meishaonv	Indirect	Macau	Variety of beauty products and snacks from all over the world	\$\$	Medium	Lower & middle class women	Offers a diverse variety of beauty products and all kinds of snacks.	NA	Needs work - Unclear design - Ambiguous categories - Difficult ordering process(too many sold outs products on the app page)	Okay + Wechat pay available + Loyalty program - Lack of other useful features, such as filter, order - Customer reviews not available - Lack of product recommendations	Needs work - Not accessible for people with disabilities - Only offering chineses language	Good + Easy and useful order and payment processes + Straightforward user flow - No shopping experience - Not memorable	Needs work + Clear indication of clickable elements - Cannot search products by category - Difficult navigation - No backward button feature - Navigation to the wrong module	Needs work - Background color is not consistent - Brand logo, fonts, size not consistent - Poor resolution pictures - Product size inconsistent - Inconsistent style (some are cartoon, others are modern) - Buy button (didn't provide motivation for customers to click) + Strong brand identity	Not informative	Needs work - Missing descriptive info
Meirenyu	Indirect	Macau	Variety of beauty product, personal care, and baby care products	\$\$	Medium	Lower & middle class women	Offers a diverse variety of beauty, perosnal care, and baby care products	NA	Good + App is well-designed and easy to use + Smooth ordering process - Limited number of features	Good + Wechat pay available + Loyalthy program - Lack of other useful features, such as filter, order - Customer service not present in the front page - Customer reviews not available - Lack of product recommendations	Needs work - Not accessible for people with disabilities - Only offering chinese language	Good + Easy and useful order and payment processes + Straightforward user flow - No shopping experience - Not memorable	Okay + Clear indication of clickable elements - Cannot search products by category	Needs work - Background color is not consistent - Brand logo, fonts, size not consistent - Poor resolution pictures - Product size inconsistent - Inconsistent style (some are cartoon, others are modern) - Weak brand identity	Not informative	Needs work - Missing descriptive info
DFS	Indirect	Hong Kong	Variety of beauty and personal care products, watches, jeweleries, bags, and accessories	\$\$\$	Large	High earning women	Offers a diverse variety of beauty and personal care products, watches, jeweleries, bags, and accessories	NA	Outstanding + Very well-designed and easy to use + Visually appealing and fun to use + Smooth ordering process	Outstanding + Wechat pay available + Loyalty program + Enable features like filter and order the products while shopping - Customer reviews not available - Lack of product recommendations	Needs work - Not accessible for people with disabilities - Only offering chineses language	Good + Easy and useful order and payment processes + Straightforward user flow + Memorable - Customer service not present on the front page	Good + Easy basic navigation + Clear indication of clickable elements + Enable search by category (demographic info & brand name)	Outstanding + Strong brand identity including colors, fonts, style, and imagery + Visual design communicates company ethos + Trendy and modern design	Concise & informative	Okay - Too brief - Beuty products: no ingredients info
DFA	Indirect	China	Variety of beauty and personal care products	\$\$	Large	All earning level women	Offers a diverse variety of beauty and personal care products	NA	Okay + Well-designed and easy to use + Smooth ordering process - Limited number of features	Good + Wechat pay available + Enable customers to post reviews about products + Product recoomendations features available - No loyalthy program - Lack of other useful features, such as filter,order - No customer service feature	Needs work - Not accessible for people with disabilities - Only offering chinese language	Good + Easy and useful order and payment processes + Straightforward user flow - Not memorable - No customer service available	Okay + Easy basic navigation + Clear indication of clickable elements - Cannot search products by category (demographic info & brand name)	Needs work - Background color is not consistent - Brand logo, font, size not consistent - Poor resolution pictures - Product size inconsistent - Inconsistent style (some are cartoon, others are modern) - Weak brand identity	Moderate informative	Okay - Too brief - Beuty products: no ingredients info