

Competitive audit: Compare the booking experience of each competitor's website and app																			
General information									First impressions			Interaction			UX (what needs work, okay, good or outstanding)		Visual design		Content
Competitor type <small>(direct/indirect)</small>	Location(s)	Product offering	Price <small>(£/2020)</small>	Website <small>(URL)</small>	Business size <small>(small/medium/large)</small>	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness			
Oxford Travels	Direct	India	Holiday packages, flights	\$	Oxford Travels	small	Families	Customised tours	Needs Work UX is not standard across the website - Redundant information on most pages	Needs Work - App does not exist	Okay + Packages grouped under types - No way to track bookings	Needs Work - No features for accessibility	Okay + Very straightforward userflow - Some buttons are redundant creating confusion	Good + Easy basic navigation + Clear indication of clickable elements	Okay + Colours and fonts standardized - Poor visual hierarchy	Concise and informative	Good + All key info is present		
Thrillphilia	Direct	International	Activities, tours, car hire	\$	Thrillphilia	medium	Young adults, families, solo travellers	Best in class travel experiences	Outstanding + Well designed easy to use website + Strong Brand identity	Needs Work - Does not recognise mobile number for login	Outstanding + All inclusive packages + Gifting experience to your loved ones and corporate gifting + Incentive recommendations as per needs	Needs Work - No features for accessibility	Good + Very straightforward userflow Next steps not defined after sending enquiry for a particular listing	Good + Easy basic navigation + Clear indication of clickable elements	Outstanding + Strong brand identity using colours, font and style + Modern and trendy design	Engaging, informative and concise	Outstanding + Good description with day to day plans + Concise yet explains well		
Make My Trip	Direct	International	Flights, bus & trains, hotels	\$	MakeMyTrip	large	Young adults, families	Wide range of booking options	Okay + List of options to choose from - Content too overwhelming	Good + Well designed app with good information architecture - Lots of information making it overwhelming	Outstanding + Customer loyalty program + Premium features for returning users + Gift cards + Reviews travel solutions	Okay + Offers 2 regional languages along with English - No audio options available	Outstanding + Very straightforward userflow + Users can pay without logging in	Good + Easy basic navigation + Clear indication of clickable elements	Okay + Font weight and font colour establishes hierarchy - Too much text in close proximity	Engaging, informative and formal	Okay + All key info is present - Too descriptive		
Indiagates	Indirect	India	Treks, summer camps	\$	Indiagates	medium	Trekking, young adults, solo travellers, teenagers and senior citizens	High safety standards	Outstanding + Minimalistic design with easy to understand texts + Very good brand identity all over the website	Needs Work - App does not exist	Good + Great knowledge base of treks all around India - Reviews of users under each listing - No customer review ecosystem	Needs Work - No features for accessibility	Outstanding + Very straightforward userflow + Shows the availability of the treks at the first click itself	Good + Easy basic navigation + Clear indication of clickable elements	Outstanding + Strong brand identity with colours, logos and images + Visual design reflects company ethos	Engaging, informative and formal	Outstanding + Good description with day to day plans + Concise yet explains well		