

# Competitive Audit Report

## 1. Competitive Audit Goal

Compare the user experience of each competitor's app and evaluate their strengths and weaknesses.

## 2. Key Competitors

Our main direct competitor is **iNaturalist**, while **WWF Together** and **STC Turtle Tracker** are indirect competitors.

## 3. Products

**WWF Together** is an interactive educational tool that allows users to learn basic facts about a dozen different endangered species around the world. It includes high quality images and videos as well as AR games to engage with the users. All of this ideally leads to donations and providing user info.

**STC Turtle Tracker** is an altogether different kind of app that tracks the GPS coordinates of various sea turtles in their migrations up and down the East Coast. The app includes profiles of individual turtles with some of their basic information and gives the user the opportunity to "adopt" a turtle or to donate to the organization in general.

**iNaturalist** on the other hand is a more overall functional app that allows users to upload photos of local wildlife in their area for identification. The app compiles all of these posts into a comprehensive database the users can access for information. A map feature shows wildlife sightings in the users' area and a message board feature allows them to join a community of likeminded nature enthusiasts.

## 4. Market Positioning

**WWF Together** is obviously a product developed by WWF, probably the most recognized wildlife conservationist organization in the world. It makes sense then that their app is the most polished and professionally designed of the the three. When you search "endangered species" in the App Store this is the top result.

**iNaturalist** on the other hand sprung out of a grad school project and is a nonprofit dedicated to building an online community of amateur naturalists who record and catalogue their local flora and fauna. It seems like it's designed to appeal to a niche audience compared to **WWF Together**.

**STC Turtle Tracker** is a similarly smaller brand. Although the STC is the oldest recognized sea turtle rescue and conservation organization it seems like a very niche cause. With it's narrow focus on sea turtles only so many people are likely to pay attention. The turtle tracking feature can add a sense of personal connection but it seems like more of a novelty than anything else.

## 5. Brand Identity

As stated earlier, **WWF Together** is a product with high brand recognition and its content reflects that. The professional design with appealing layout and animations, crisp images and engaging AR features all combine to provide a satisfying user experience.

**iNaturalist** offers a simple if less engaging experience but makes up for this by relying mostly on user generated content. It functions less as an educational tool and more as a link to a community.

**STC Turtle Tracker** doesn't offer as much in terms of branding communication. Again, the turtle tracker feels like a novelty that briefly captures a user's attention before they move on to something else.

## 6. Strengths

### **WWF Together**

- Brand recognition
- Polished, professional design
- Unique, engaging layout
- High quality multimedia features (images, video, AR)

### **STC Turtle Tracker**

- Simple, easy to navigate
- Tracking feature is a unique selling point
- Turtle profiles give feeling of personal connection

### **iNaturalist**

- Robust set of features (photo posting, map, database, message board)
- Builds sense of community and local connection for users
- Easy to navigate
- Most content is user-generated
- Accessible in 35 languages and in multiple countries.

## 7. Weaknesses

### **WWF Together**

- Difficult to navigate
- No clear info architecture or hierarchy
- Some features aimed at kids, others at adults
- Donate feature links out of app

### **STC Turtle Tracker**

- Not a lot of images
- Very basic design and layout
- Narrow focus
- Donate/Adopt features link out of app

### **iNaturalist**

- Full use requires sign up, user profile, share information, etc.
- Very basic design and layout
- No direct call to action
- Donate feature is hidden in settings, links out of app
- Very broad focus

## 8. Gaps

While **WWF Together** is the most visually appealing and has great brand recognition it suffers from difficult navigation and is limited in its actual functionality. It's engaging but doesn't lend itself to long-term continued use.

**STC Turtle Tracker** is similarly a novelty with limited engagement opportunities and a niche focus. People aren't going to keep coming back for turtle migration routes.

**iNaturalist** has the most potential for longterm continued use but its simple design and layout won't grab the user. And with no strong call to action feature, users aren't necessarily directed toward any end goal.

## 9. Opportunities

The sense of community and local connection **iNaturalist** has over **WWF Together** and **STC Turtle Tracker** is key. If we can combine that with the other apps' call to action and apply an engaging and appealing design, it will create a unique user experience for our app.