Competitive audit

Competitive audit goal get to know the weak/difficult points of competitors

	General information								UX (rated: needs work, okay, good, or outstanding)								
									First impressions		Interaction				Visual design	Content	
	Competitor type (direct or indirect)	**Location(s)**	**Product offering**	**Price** ($ - $$$$)	**Website** (URL)	**Business size** (small, medium, large)	**Target audience**	**Unique value proposition**	**Desktop website experience**	**App or mobile website experience**	**Features**	**Accessibility**	**User flow**	**Navigation**	**Brand identity**	**Tone**	**Descriptiveness**
Story Dice	direct	London	just the dices, roll story cubes	Free	https://davebirss.com/storydice/	speaker	individuals and organisations - balance practical approaches with advancing technology - creativity is the tool	tries to activate the creativity in each single person	**Outstanding** + great, immediately clear what to do + appealing design	**Needs work** + simple appearance - not mobile optimized - first appears bigger than screen size	**Good** + Animated Dices + It makes fun to press the Button Roll Again - Buttons in the left and right corner have no hover function - Link to offiers are not visible as an Button	**Needs work** + colors yellow and black have high contrast, visibility is good - The headline "Story Dice" is white on yellow is not good visible - Webpage is not accessible for tab - so no possibility to click through without mouse or finger - no audio option - no different language option	**OK** + easy to dial dices, fast new combinations of dices + straight forward - not much more after dial	**Needs work** + simple and less buttons - too far away from each other - not intiutiviley connected with each other - not every link works fine	**Very good** + appealing colors + modern	modern, stylish, simple, clear	**Good** + works for the dices - not barrierfree access and lacks a good navigation
Story Cards	direct	Berlin	Deal the cards and then try to create a story using as many of the pictures as possible. How you interpret the cards is up to you.	Free	https://learnhip.com/storycards/	small	people that like to invent stories	Cards with pictures	**OK** + minimalistic - not very appealing, very old design	**Needs work** + Layout fits the screen - drawings of cards are cropped	**Needs work** - no Features - only dial cards again	**Needs work** - no barrierfree access	**OK** + easy to dial cards again - showing up of new cards takes very long	**Needs work** + only one button - not much to navigate	**Needs work** + Simple - old style, style of drawings is too detailed - font is old fashioned	old fashioned, not very engaging	**Needs work** - too brief at times - missing inforamation
BeemGee	indirect	Berlin	Beemgee hilft etablierten Autor*innen und ambitionierten Anfängern die emotionale Qualität der Geschichte in den Vordergrund zu rücken und gleichzeitig effektiv zu arbeiten. Keine vorgefertigten Muster, keine vorgegebenen Plotstrukturen, keine KI.	€ (96 Euro im Jahr)	https://www.beemgee.com/app/project/KdbaiDlcO7tpd04pMd3ah/character	medium	authors and beginners	guidance - a step by step guide to develop a story	**Very Good** + clear navigation and sidebar in project overview + directly at the frontpage herosection with button to start a new story	**Needs work** - not for mobil optimized - scrolling in project overview	**Outstanding** + progress bar + export story + profil login	**Needs work** - no barrierfree access	**Very good** + by appealing start at frontpage (entering title of new story) user gets immediately in the playground + cards and fields invite in an intuitively way to enter text	**Very good** + easy to navigate in the tool + nice options	**Very good** + clean and minimal + colors are soft and less attracting + font is simple and clean	modern, stylish, simple, clear	**Good** + works for writing a story, without an interactive game play
Storium	indirect	San Francisco (https://storium.com/)	Storium turns creative writing into an online multiplayer game, where "winning" means telling a great, unique story with other people. Even if you've never written a story before, Storium can help you build your skills as a writer, exercise your creative juices, meet new people, and have a blast along the way.	€€ (5 Euro bis 40 Euro pro Monat)	https://storium.com/ https://storiumedu.com	small	people that are interested in writing stories	many people are writing one story together like sandbox eqach story is devided into scenes a storyworld is set up character with different values /weakpoints are provided cards are used to write the scenes - each student is making a move	**OK** + old fashioned, simple - not really clear where to start	**Very good** + layout is mobile optimized + one pager with link to cards + web app nothing to install	**Outstanding** + Cardgame + Community feeling + multiplayer writing experience	**Needs Work** - no Audio option - no barrierfree option	**Ok** + Each Scene of a story is tempting and motivates for writing a story - takes a while to understand how everything works.	**Needs work** - a bit confusing	**Good** + the storiumedu seems newer - modern	educational purpose, not very modern and alive in the design	**Very Good** + Many features that connect students with each other - seems only focussing on classrooms
https://londji.com/en/games/stories.html																	