

Competitive audit		Competitive audit goal														
General information								UX (noted: needs work, okay, good or outstanding)								
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (S)	Business size (Small, Medium, Large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	Interaction	Navigation	Brand identity	Tone	Content
Competitor #1 name	Merchbar (Indirect)	Global / Online Only	Vinyl, Apparel, Posters (Aggregated)	\$ (Standard Retail)	Large	General music fans	"The world's largest merch store."	Good, but cluttered.	Needs Work. Popups cover the screen.	Standard checkout. No "Quick Buy."	Okay, text is small.	User flow Search -> Product -> Cart -> Forced Account Creation -> Checkout	Confusing merge menus. Hard to find specific tours.	Generic Retailer (Amazon for music).	Sales y ("Buy Now," "Sale Ends Soon").	Good tech specs, but generic sizing charts.
Competitor #2 name	Metalica Store (Direct)	San Francisco, CA / Global	Exclusive Merch, Fan Club Items	\$\$\$ (Premium/Exclusive)	Large (Enterprise)	Hardcore Metallica fans	"Official, exclusive items."	Very visual, easy to browse.	Good. Fast loading.	Standard sizing chart.	Needs Work. Dark grey text on black background (Hard to read).	Home -> Tour -> Collection -> Item -> Guest Checkout	Clear categories (Men, Women, Music, Accessories).	"Heavy Metal Premium."	Authentic, Passionate, Legend status.	Story-driven descriptions ("Worn on the '91 tour").
Competitor #3 name	Ticketmaster (Indirect)	Global / Online	Tickets, "Add-on" Merch (e.g., T-shirts)	\$\$\$ (High End)	Massive	Concert-goers	"Tickets + Add-ons."	Confusing navigation.	Okay. Focuses only on tickets.	No merch sizing info at all.	Outstanding.	Select Seat -> UpSell Page -> Add Merch -> Checkout	Search-heavy. Hard to browse without a specific event.	Corporate Utility.	Urgent, robotic.	Minimal. Just the item name and price.
MARKET GAP ANALYSIS		While competitors like Merchbar and Metallica offer vast inventories and immersive branding, they fail to address key mobile friction points. None of the competitors offer a Personalized Sizing Calculator to reduce sizing anxiety, and none offer a "Cloned Quick Buy" feature to capture impulsive sales without account creation. Hellow Frequency will fill this gap by prioritizing speed and fit transparency.														