

# Competitive Audit Report

## 1. Competitive audit goal(s)

Compare the website and mobile app usability experience of each competitor.

## 2. Who are your key competitors? (Description)

<a href="#">Crystal Council</a> is a direct competitor with website and mobile app.	<a href="#">Sage Crystals</a> is a direct competitor with website only.	<a href="#">The Citrine Circle</a> is a direct competitor with website and mobile app.	<a href="#">Crystals and Jewelry</a> is an indirect competitor with website only.
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## 3. What are the type and quality of competitors' products? (Description)

<a href="#">Crystal Council</a> provides a knowledge base of crystals and their meanings. They have a wealth of products and you can purchase crystals (palm stones, polished and pocket, rare finds, raw), unique customizable subscription boxes, jewelry, displays and stands, meditation tools, zodiac satchels, cards, and beauty supplies (shower fizzers, clay masks, lotions).	<a href="#">Sage Crystals</a> provides a knowledge base of crystals and their meanings. They have a wealth of products and you can also purchase crystals (palm stones, pocket crystals, rare finds, raw), gift sets, jewelry, home décor (candles, candle holders, bowls, plates, boxes, clocks, book ends, trays), sage, gift cards, tote bags, grids, boards, and stands.	<a href="#">The Citrine Circle</a> provides a knowledge base of crystals and their meanings. They have a wealth of products and you can purchase crystals (palm stones, polished and pocket, rare finds, raw), unique jewelry, incense and aromatherapy, bathing and self-care, and beauty supplies (bubble dust, whipped soaps, detox, salts, balms).	<a href="#">Crystals and Jewelry</a> primarily provides general crystal information. They have a very small store with only two beginner's guides listed as available for purchase.
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## 4. How do competitors position themselves in the market? (Description)

Each competitor is positioned for middle and upper-class individuals around the globe with the time and resources to seek out this type of alternative medicine. However, you cannot make purchases on [Crystals and Jewelry](#).



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## 5. How do competitors talk about themselves? (Description)

<p><a href="#">Crystal Council</a> claims to be the largest crystal knowledge database in the world, boasting a shop with over 1,500 products and a unique customizable subscription box. Their goal is to give people an easy channel to learn about stones and assist them with our crystal products.</p>	<p><a href="#">Sage Crystals</a> claims to be a Certified Crystal, Reiki and Sound Healers offering a collection of intuitively chosen, healing crystals, and gemstones. All crystals are high-quality, consciously-sourced and Reiki-activated to bring self-love, empowerment, and healing into our lives.</p>	<p><a href="#">The Citrine Circle</a> claims to have one of the largest varieties of beautiful hand selected, high-quality crystals and minerals in the UK, along with incense, oils and other spiritual supplies. We are a family run business established in 2017, passionate about honesty and accuracy when it comes to crystals and minerals and bringing you our years of experience in the field. Winner of Soul &amp; Spirits Awards 2021 Best App.</p>	<p><a href="#">Crystals and Jewelry</a> claims to be one of the most extensive and best healing crystal blogs designed to be the definitive resource for all things related to crystals - a fast growing collection of expert articles, media and information on the powers of crystals and their meanings.</p>
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## 6. Competitors' strengths (List)

<p><a href="#">Crystal Council</a> website is well-designed and easy to use with clear navigation. It is appealing with clear imagery and has a fun yet functional design. It has a Search feature, Cart feature, Login and Register features, Chat feature, Blog feature, Social media icons, and when you go to a specific crystal page, they provide the</p>	<p><a href="#">Sage Crystals</a>' website is well-designed and easy to use with clear navigation. It is appealing with clear imagery and has an elegant yet functional design. It has a Search feature, Cart feature, Account feature, Newsletter Subscription feature, and Social media icons. It has currency filters</p>	<p><a href="#">The Citrine Circle</a> website is well-designed and easy to use with clear navigation. It is appealing with clear imagery and has a fun yet functional design. It has a Search feature, Cart feature, Login and Register features, Blog feature, and Social media icons.</p>	<p><a href="#">Crystals and Jewelry's</a> website is well-designed and easy to use with clear navigation. It is simple yet has functional design. It has a Search feature, Share feature, Social media icons, and a clear Vision Statement called out</p>
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Pronunciation of the stone. It is accessible to Chrome screen reader but you have to tab through the page. It has currency filters an extensive search by category feature	and an extensive A-Z index feature	It has currency filters and an extensive sort by feature	
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## 7. Competitors' weaknesses (List)

<a href="#"><u>Crystal Council</u></a> - Have to tap to open main menu to see navigation from home page - When you go to a specific crystal page, the Properties are not in alphabetical order - Non-compliant. Has a long way to go to achieve WCAG 2.1 compliance - Not accessible to NVDA screen reader - Objects and embedded text of images should be described for assistive technology - Website only available in English	<a href="#"><u>Sage Crystals</u></a> - Semi-compliant. Efforts are noticeable, but there's still a way to go to achieve WCAG 2.1 compliance - Not accessible to NVDA screen reader - Objects and embedded text of images should be described for assistive technology - Search forms should be tagged for assistive technology - Font sizes should be large enough to be readable - Website only available in English - No Pronunciation feature	<a href="#"><u>The Citrine Circle</u></a> - Semi-compliant. Efforts are noticeable, but there's still a way to go to achieve WCAG 2.1 compliance - Objects and embedded text of images should be described for assistive technology - Website only available in English - No Pronunciation feature	<a href="#"><u>Crystals and Jewelry</u></a> - Their "store" only includes 2 items - Not accessible to Chrome screen reader but you have to tab through the page - Not accessible to NVDA screen reader - Menus should be tagged for assistive technology - Graphics: Objects and embedded text of images should be described for assistive technology - Search forms should be tagged for assistive technology - Font sizes should be large enough to be readable - Website only available in English - No Pronunciation feature
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## 8. Gaps (List)

<a href="#">Crystal Council</a> offers no Translation or Share features.	<a href="#">Sage Crystals</a> offers no Translation, Share, or Pronunciation features.	<a href="#">The Citrine Circle</a> offers no Translation, Share, or Pronunciation features.	<a href="#">Crystals and Jewelry</a> offers no Translator or Pronunciation features. No app and no purchase option.
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## 9. Opportunities (List)

My product could stand out from its competitors by adding Currency filters plus Translation, Share, and/or Pronunciation features to the existing product.

