**Competitive audit** — **Goal:** Compare the purchasing experience of each competitor's app as a new user and a returning user.

## General information

| | Competitor type (direct or indirect) | Location(s) | Product offering | Price ($ - $$$$) | Website (URL) | Business size (small, medium, large) | Target audience | Unique value proposition |
|---|---|---|---|---|---|---|---|---|
| POINT | Direct | United States (major cities) | Volunteer opportunities offered by organizations both in-person and virtually | $ | https://pointapp.org/ | Medium | Working adults | "We're your starting point to do more good" |
| Golden Volunteer Opportunities | Direct | United States (major cities) | Volunteer opportunities offered by organizations both in-person and virtually | $ | https://www.goldenvolunteer.com/ | Medium | Working adults | "Whether you're a volunteer looking to discover a new adventure or an organizer looking to elevate your program, look no further." |
| Volunteer Match | Direct | United States | Volunteer opportunities offered by organizations both in-person and virtually, helps companies recruit | $ | https://www.volunteermatch.org/ | Large | Working adults, families | "VolunteerMatch matches inspired people with inspiring causes. It's how volunteers and nonprofits connect to achieve remarkable outcomes." |
| JustServe | Direct | United States | Volunteer opportunities offered by organizations both in-person and virtually | $ | https://www.justserve.org/ | Large | Working adults, families | "JustServe does the work of researching organizations, finding service projects, coordinating schedules, and bringing local service projects to your fingertips. " |
| Givefinity | Indirect | Global | Volunteer tracking service to track your hours and involvement | $ | https://givefinity.com/ | Small | Students and working adults | "Volunteer Tracking Made Easy" |

## UX
*(rated: needs work, okay, good, or outstanding)*

| | First impressions | | Interaction | | | | Visual design | | Content |
|---|---|---|---|---|---|---|---|---|---|
| | Desktop website experience | Dedicated mobile app experience | Features | Accessibility | User flow | Navigation | Brand identity | Tone | Descriptiveness |
| POINT | **Outstanding**<br>+ Website is well designed and easy to use<br>+ Tile design makes it easy to find all pertinent information<br>+ Filters make it easy to find exactly what you're looking for | **Outstanding**<br>+ Website is well designed and easy to use<br>+ Tile design makes it easy to find all pertinent information<br>+ Filters make it easy to find exactly what you're looking for<br>- Some features, like donations and past events, are missing from mobile | **Outstanding**<br>+ Filtering by day of week, start/end date, location, and cause<br>+ one-click sign up option<br>+ Volunteer hours and organizations tracking<br>+ Ability to create user profile and select causes you care about for recommedations | **Good**<br>+ Support chat box to help with questions<br>- Offers 2 different languages | **Good**<br>+ Easy and intuitive sign up process<br>+ Straightforward user flow<br>- Very simple and plain | **Good**<br>+ Easy basic navigation<br>+ Clear indication of clickable elements | **Good**<br>+ Strong brand identity including colors, fonts, style, and imagery<br>- Design is a little plain and does not communicate the comapny's values | Minimal and informative | **Good**<br>+ All key info is present and easy to find<br>+ Descriptions are informative but not too lengthy |
| Golden Volunteer Opportunities | **Needs Work**<br>- no features on the website (only on the app) | **Okay**<br>+ Filters are laid out well and cover various options<br>- Tiles are too big, cannot compare events and space is wasted<br>- Buttons are poorly labeled and situated<br>- Some typography issues, headings aren't well defined and some text is too close together | **Okay**<br>+ Advanced filters (location, availability, type)<br>+ Ability to create user profile<br>- Lack of other useful features | **Needs Work**<br>+ Iconography is used well<br>- No other useful accessibility features | **Good**<br>+ Straightforward user flow, easy to follow<br>+ Very few steps to sign up<br>- Not memorable, very plain | **Okay**<br>+ Easy basic navigation<br>- Buttons are not clearly labeled or divided | **Good**<br>+ Modern, minimal tile design<br>+ Strong brand identity including colors and fonts<br>- Poor use of spacing on several pages | Informative, informal, and light-hearted | **Good**<br>+ All key info is present and easy to find<br>+ Time and date is repeated in a few places as reminders |
| Volunteer Match | **Good**<br>+ Advanced filtering is useful<br>+ Quick and easy process to sign up<br>- Text heavy design | **Good**<br>+ Design is simple and easy to use<br>+ Advanced filtering is useful<br>- Text heavy design | **Good**<br>+ Advanced filtering (age, location, skills, interests)<br>+ Ability to create user profile<br>+ Ability to favorite events or view past events<br>- Lack of other useful resources | **Needs Work**<br>- Lack of useful accessibility features | **Good**<br>+ Straightforward user flow<br>+ Quick and easy process to sign up<br>- Some pages lack consistency and throw off flow | **Good**<br>+ Easy, basic navigation<br>- Too many links on tiles, easy to accidentally hit one | **Good**<br>+ Brand Identity is consistent throughout in colors, and fonts<br>+ Visually the content could be displayed better, text heavy, little imagery<br>- Some pages lack consistency | Informative and formal | **Needs Work**<br>+ All key info is present<br>- Too descriptive<br>- Very text heavy |
| JustServe | **Good**<br>+ Website is well designed and easy to use<br>- Limited features | **Good**<br>+ Website is well designed and easy to use<br>- Limited features | **Outstanding**<br>+ Advanced filtering (time, location, skills, interests)<br>+ Ability to create user profile<br>+ Dashboard shows events and past events<br>- Lack of other useful features | **Needs work**<br>+ 6 language offerings<br>+ Ability to create user profile<br>- lack of other accessibility features | **Okay**<br>+ Easy and simple to use<br>- Some pages just redirect you to another website | **Outstanding**<br>+ Easy, basic navigation<br>+ Buttons are clearly labeled and easy to find<br>+ Information is well laid out | **Outstanding**<br>+ Strong brand identity including colors, fonts, and style<br>+ Visual design represents company | Informal and friendly | **Outstanding**<br>+ All key info is present<br>+ Information is clear and concise<br>+ Information is well laid out and easy to follow |
| Givefinity | **Needs Work**<br>- no features on the website (only on the app) | **Okay**<br>+ Modern minimalist design<br>- Slightly difficult to navigate on first use<br>- Slow to load | **Outstanding**<br>+ Calendar tracker<br>+ Map of past events<br>+ Dashboard for completed, in progess, and upcoming events<br>+ Goal tracker | **Needs Work**<br>- Lack of accessibility features | **Needs Work**<br>- Very slow to load and often freezes when trying to go to a new page<br>- Pages do not flow from one to the other | **Needs Work**<br>- Some unfamiliar navigation patterns | **Okay**<br>+ Clean, minimal design<br>- Not memorable and does not communicate brand | Engaging and informal | **Needs work**<br>- Too brief at times<br>- Very little details |