

Competitive audit**Goal:** Compare the user experience

	Competitor type	Location
kpopalbums	Indirect	Seoul, South Korea
Quobuz	Direct	Pantin, France
Proper Music	Direct	Uniked Kingdom
daebak	Indirect	Seoul, Los Angles, and Davao

of each competitor's website

General information			
Product offering	Price	Website	Business size
Pre order K-Pop albums	Wide Range	<a href="https://www.kpopalbums.com/collecti-
ons/pre-order">https://www.kpopalbums.com/collecti- ons/pre-order	Large
Pre order all album genres	Wide range	https://www.qobuz.com/us-en/shop	Large
Indie labels music	Wide Range	<a href="https://www.propermusic.com/catalo-
gsearch/result/?q=folk">https://www.propermusic.com/catalo- gsearch/result/?q=folk	Large
Unite global Hallyu community	Wide Range	https://daebak.co/	Large

Target audience	Unique value proposition	Desktop website experience	First i
World Wide	Wide range of imported goods not found anywhere else	Good + Showcases albums immediately - When trying to scroll to read the footer the page kept loading more content prohibiting me to reach the footer area	
World Wide	Offers thousands of interactive articles, expert playlist, etc	Good + Fun and easy to use + Web Player - Footer is not fully responsive on all pages	
United Kingdom	Regularly release over 200+ new or re-issued albums every week and recycled/eco-friendly packaging materials	Good + Easy to navigate and find information - Missing characters	
Hallyu community	"Buy Now, Pay Later", Student Discount, Pay with Transferwise	Good + Notifications of someone purchasing an item across the world + Clean design + K-Beauty, K-lifestyle, Tech, Plushies etc	+ K-

Impressions

Mobile website experience

No mobile app

Outstanding

- + Beautiful layout and design
- + Sign up feature with immediate preference selection

No mobile app

Outstanding

- + Amazing layout and animation transitions
- + A lot of content that is not too busy

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Features

Outstanding

- + Currency translator feature
- + "New Arrival" and "What's Hot" pages
- + Rewards membership

Outstanding

- + News feature
- + Music can be played on any device
- + Offline mode feature

Needs work

- + Sort by feature
- + Ability to display a certain amount of products per page

Good

- + Survey that rewards a coupon
- + Sitemap that's in alphabetical order

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Website Interaction

Accessibility

Needs work

- Page loads more content before reaching footer
- Main landing page does not have much container space in layout

Good

- + Good contrasting colors
- + Content is big and readable

Needs Work

- Website available in one language
- Navigation doesn't stay at the top

Good

- + Website uses multiple currencies
- + Text is large

User flow

Okay

- + Icons are universal
- Home page is too busy

Outstanding

- + Manuverability is amazing

Good

- + Easy to find key info

Good

- + Information is easy to find
- Lot of white space

standing)

Navigation	Website visual design
Good + Easy to navigate	Brand identity Okay - In the "About Us" page it says albums shown on website are in stock and ready to ship, but some albums on the website are "Sold Out"
Outstanding + Fun and easy to use	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photography
Good + Easy to navigate	Needs Work - There is a lot of white space - Inconsistent font and not visually appealing - About Us page is incredibly long
Outstanding + Easy to navigate + Easy to switch currency	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photography

Website content		Rating out of 5
Tone	Descriptiveness	
Friendly and direct	Okay + All key info is present - Too much imagery	3
Fun and direct	Good - Some sections are a little too wordy	5
Younger audience	Good + Very descriptive + Shows a sense of care	2
Exciting and direct	Outstanding + Short + Focused on info relevant to target audience	5