Competitive Analysis

Goal: Compare the learning experience of each competitor's app.

	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 ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity		Tone	Descriptiveness
Babbel	Direct	Berlin, Germany	Subscription language learning	$$	https://www.babbel.com/	large	New language learners who want to get introduced to a foreign language.	"Come for the language, stay for the culture."	**Good** + Easy to navigate + Simplistic design and clear call to action - Static visual - Lack visual hierarchy for information	**Okay** + Fully Responsive + Simplistic learning page for undistracted experience. - Hard to find certain functions such as language selection and sign up/log in.	**Good** + Questionnaires before selecting courses for best learning plan + Provide podcasts, videos, conversational, and cultural information. - Short sessions of learning to prevent boredom.	**Okay** + Provide pod-cast sessions to enrich the learning experience. - Limited language selection	**Okay** + Easy to sign up for courses + Fun and fast learning sessions(~10 min) - Hard to find menu and other functions on home page(website)	**Good** + Clear indication for important information + Pretty simple to navigate around	**Good** + Has a dedicated color palette + Simple and clear design matching company ethos		Concise and informative	**Good** + Accurate and concise - Provide enough information yet not hard to read
Rosetta Stone	Direct	Virginia, USA	Subscription language learning	$$	https://www.rosettastone.com/	large	All types of learners.	"From second language to second nature."	**Outstanding** + Friendly and welcoming vibe + Informational + Easy to understand and navigate	**Good** + Fully Responsive + Animations added to enhance experience + Simple to navigate around	**Outstanding** + Consist of translation feature. + Creative and interactive learning experience. + Fully functional when mobile is off-line.	**Outstanding** + Provide audio companion and speech recognition functionalities.	**Good** + Easy to find/key information - Some images looks clickable while they are not.	**Okay** + Fun while navigating around the website - Slightly hard to navigate due to the amount of images	**Good** + Friendly and welcoming - Slightly overwhelming		Friendly and on-point.	**Outstanding** + Uses multiple visual elements for better understanding. + Easy to read and on-point information
Lingoda	Indirect	Berlin, Germany	Live online language class	$$$	https://www.lingoda.com/en/	Medium	Learner who wants to learn from human or with a group of people.	"Learn to speak a language with confident."	**Okay** + Simplistic design - Not much visual information provided	**Good** + Fully responsive + Clear information hierarchy	**Needs work** + Schedule time and date for classes + Provide speaking environment and a group of people - Does not clearly explain how the classes work	**Needs work** - No accessibility features designed/shown. - Limited language selection(translation)	**Good** + Easy to use and find information - No clear hierarchy, would take some time to scan.	**Good** + Easy to navigate around - Some information are not easy to find	**Okay** + Has a visual brand identity but is not consistently used throughout the website.		Concise and professional	**Okay** + Concise and easy to read - Does not include all the important information