

Competitive audit	Goal: Compare the user experience of each competitor's app														
	General information							First impression	App Interaction				Visual design	App content	
	Competitor type	Product offering	Price	Website	Business size	Target audience	Unique value proposition	Mobile app experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
VERITAS (our company)	-	Banking & Financial products and services	\$\$	www.veritasbank.com	Medium	People aged 18+, working professionals, businesses	Professional banking services, great customer support, seamless transactions								
Axis bank	Direct	Banking & Financial products and services	\$\$	https://www.axisbank.com/	Large	People aged 18+, working professionals, businesses	Professional banking services	Great + Features arranged in a good layout + Good UI	Outstanding + Great features + Most features covered in app	Okay + Good color contrast - good layout but can be improved for accessibility	Good + Clear + Good Information architecture	Good + Clear CTAs + easy to navigate	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and product photography	direct	Outstanding + Most features covered + Key info is provided
ICICI bank	Direct	Banking & Financial products and services	\$\$	https://www.icicibank.com/	Large	People aged 18+, working professionals, businesses	Professional banking services	Okay - Cluttered layout + UI is okay	Okay - Good features are there but need to make visually appealing for better impact	Needs work - More contrasting colours can be used - Layout can be simplified to easily find the features	Good + Simple and clear + No unnecessary steps - Need to include more confirmation messages	Need work - a bit confusing for beginners - cluttered feel	Good + Good brand identity - UI can be improved	direct	Okay - Good features but need better architecture + Key info is provided
HDFC bank	Direct	Banking & Financial products and services	\$\$	https://www.hdfcbank.com/	Large	People aged 18+, working professionals, businesses	Professional banking services	Great + Good layout + Good UI	Great + Great features + Most features covered in app	Good + Good color contrast + Simple, easy to understand	Good + Clear CTA + Good information architecture	Good + Easy to navigate + No clutter	Good + Good brand identity - UI is okay but can be improved	direct	Good + All important features are covered without clutter + Key information is available
SBI	Indirect	Banking & Financial products and services	\$	https://www.onlinesbi.sbi/	Largest	People aged 18+, working professionals, businesses	Professional banking services, most t	Needs work - Cluttered layout on homescreen - Other UI elements can also be improved	Outstanding + Great features + Most features covered in app	Needs work + Contrasting colours - Layout can be simplified for accessibility - Most commonly used features can be highlighted	Good + Good user flow - Information architecture can be improved	Needs work - A bit confusing for beginners - Cluttered feel	Okay + Good re-branding for digital identity - Branding elements like use of fonts, imagery can be improved - UI can be improved	direct	Okay - Good features but need better architecture + Key info is provided
Kotak Mahindra bank	Direct	Banking & Financial products and services	\$\$	https://www.kotak.com/en/home.htm	Large	People aged 18+, working professionals, businesses	Professional banking services	Outstanding + Great UI + Good layout	Outstanding + Great features + Most features covered in app	Good + Good color contrast + Simple, easy to understand	Good + Clear CTA + Good information architecture	Outstanding + Easy to use	Outstanding + Strong brand identity, including colors, font, style, motion, imagery	direct	Great + Key information is available