

1. Competitive audit goal(s)

Compare the user experience of each competitor's app

2. Who are your key competitors? (Description)

Our key competitors are

1. Vivino, the world's largest wine app, a direct competitor
2. Winegraph, Korea's largest wine app, a direct competitor
3. W.A.M, a wine app that searches wines and where to buy them easily, an indirect competitor
4. BeWine, a wine-tasting note app, an indirect competitor

3. What are the type and quality of competitors' products? (Description)

Vivino is a well-designed app with a worldwide wine community. The app has an excellent personalized recommendation feature, which is based on rating, reviewing, and purchase behavior. Also, there are many useful features like quick comparison and the wine list scanner. However, since the personalized recommendation system is based on users' activities like rating and reviewing, it's hard to get recommendations as beginners. And It doesn't support Korean.

The Winegraph app is also well-designed. It has great social media for wine, so users can communicate and get useful information on wine easily. But it has no clear hierarchy and the home screen is too busy so it's difficult to scan quickly. It's only available in Korean.

The W.A.M app offers a great wine store locator. Users can search for wine stores that sell the wines they want through partnerships all over Korea. However, somehow it's difficult to navigate, and some button elements seem not clickable. It's available in both English and Korean, and it's easy to switch languages.

The BeWine app offers a wine-tasting note. It's a simple feature so it's easy to use. However, it needs too many input texts to add tasting notes. And it focuses on basic functionality and is somewhat limited in features.

4. How do competitors position themselves in the market? (Description)



Vivino positions itself as the world's largest wine app. It provides smart personalized recommendations and unbiased wine reviews easily. It is available in 15 languages but not in Korean.

Winegraph's positions itself as Korea's largest wine data holding and offers social media features so people can communicate and share good wines.

W.A.M's positions itself as a wine store locator that finds wine easily. It has partnerships all over Korea, so it could offer users the place to buy the wines they want.

BeWine's positions itself as simple wine-tasting notes. It offers simple but useful features for wine enthusiasts to make their own wine lists.

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

Vivino markets itself as the world's largest wine app and marketplace empowering people everywhere to enjoy wine to the fullest. It provides wine drinkers access to unbiased information about wine from a community of millions. Its app reflects this: For every moment, we help you discover the perfect wine.

Winegraph's marketing itself as a handy sommelier that offers you the right wine recommendations. Sharing wine reviews through social media which is based on Korea's largest wine database.

W.A.M's markets itself as an app for wine beginners that could search for wines and where to buy them easily.

BeWine's markets itself as an indispensable assistant in the world of good wines. BeWine thinks all true wine enthusiasts should have a list of wine treasures that will brighten up the evening at home or in a restaurant.

6. Competitors' strengths (List)



Vivino's strengths include:

- Seamless user experience from rating to getting recommendations
- World's largest wine community
- Strong brand identity including colors, font, style, motion, imagery, and photography
- Available in 15 languages

Winegraph's strengths include:

- Korea's largest wine community
- Offering wine recommendations for various situations

W.A.M's strengths include:

- Offering wine store locator that finds wine easily
- Available in English and Korean both and easy to switch languages

BeWine's strengths include:

- Offering an easy way to wine tasting notes

7. Competitors' weaknesses (List)

Vivino's weaknesses include:

- Not available in Korean
- Not offering personalized recommendations for beginners

Winegraph's weaknesses include:

- No clear hierarchy, difficult to scan quickly
- Feels dense and distracted in places because of too many features
- Not offering personalized recommendations

W.A.M's weaknesses include:

- No brand identity at all

BeWine's weaknesses include:

- Limited number of features



8. Gaps (List)

Some gaps we identified include:

- Vivino and BeWine are not available in Korean
- Vivino and Winegraph have too many features
- W.A.M and BeWine have limited number of features

9. Opportunities (List)

Some opportunities we identified include:

- Provide preference test to find out user's tastes in advance
- Offer English and Korean
- Provide useful and simple features to use

