Competitive audit

Compare the user experience of each cinema movies' showtime website/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 ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Cinépolis	Direct	6 locations in Costa Rica	Multiplex cinemas | Hollywood Movies	$	www.cinepolis.co.cr	Big	Everyone	Multiples locations and VIP auditoriums	GOOD + Easy to navigate - Elements are too small and condense	GOOD + Simple navigation + Fully responsive - Visual elements not appealing and too small	GOOD + Selection of the cinemas location + Important information of the movies - Unappealing visualization	NEEDS WORK - No features for audio or visual impairments - Only in Spanish	GOOD + Easy to select cinemas location - Difficult to find important information + Update movies	OK - Small space between elements + Easy navigation - Unclear clicking elements	GOOD + Clear brand identity + Consistent graphic style	Friendly and entertaining	GOOD + Key information is good - Too long information
CineMark	Direct	2 locations in Costa Rica	Multiplex Cinemas | Hollywood Movies	$	www.cinemarkca.com/costa-rica/	Medium	Everyone	Offers in products & loyalty rewards	GOOD + Good organization - Too much information about offers - The page doesn't load sometimes.	GOOD + Fully responsive & easy navigation - Unnecessary information - High cognitive load	GOOD + Cinemas location selection + Members loyalty program and offers - Little information about the movies	NEEDS WORK - No features for audio or visual impairments - Only in Spanish	GOOD + Easy movies' showtime - Home page is too full + Easy to change movie and cinema	OUTSTANDING + Easy to log in | Sign in + Easy to switch cinema + Define sections & easy navigation	GOOD + Good brand identity + Consistent color scheme and visual elements	Friendly and direct	GOOD + Key information is concise - Short
Nova Cinemas Repretel	Indiret	3 locations in Costa Rica	IMAX Cinemas | Hollywood Movies	$$	www.novacinemas.cr	Big	Everyone	IMAX technology & private events	GOOD - Slow loading of elements + Appealing and intuitive visual elements - Dense information in some areas	GOOD + Appealing visual elements + Fully responsive	GOOD + Weecky movies' showtime - Little information of the movie + Section dedicated for cinema lovers.	NEEDS WORK - No features for audio or visual impairments - Only in Spanish	GOOD + Easy menu - Key info is missing - Home page is too full	GOOD + Intuitive and appealing visual elements + Easy to switch cinema - No all the clickable elements work	GOOD +Clear brand identity +Great images, color scheme, elements' animation and interactions	Friendly and informative	GOOD + Short - Key information is missing
Cine Magaly	Indirect	San Joasé, Costa Rica	Indipendent & home Cinema | Indie & Classic Movies	$	cinemagaly.com	Small	Intelectual People	No comercial movies. You can buy the movie and see it at home	OUTSTANDING + Clean and appealing design + Easy navigation	OUTSTANDING + Appealing visual elements + Fully responsive + Easy to navigate	GOOD + Movie trailer + Movies' information - Lack of big movies' showtime	NEEDS WORK + Trailers with subtitles - Only in Spanish	OUTSTANDING + Clean home page + Key info + Update movies	GOOD + Easy navigation + Sections are define by color - Difficult to change movie	GOOD + Strong Brand identity + Classic and original graphic style	Friendly and serious	OUTSTANDING + Short + All key information is there