

Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

The goal of this competitive audit is to comprehensively evaluate and compare the user experience of each competitor's application, focusing on both new users and returning users. This includes assessing the ease of navigation, the quality of interaction, visual design, content descriptiveness, features, accessibility, brand identity, and the overall tone of the app. The objective is to identify areas of strength and improvement in our app by benchmarking against competitors' offerings.

2. Who are your key competitors? (Description)

Our key competitors in the educational technology space include Blackboard and ManageBac, which offer comprehensive learning management systems (LMS) catering to a wide range of educational needs. Blackboard is widely recognized in the higher education and professional learning sectors, offering a suite of services for educators and students.

ManageBac specializes in managing the International Baccalaureate (IB) curriculum, providing tools for planning, assessment, and reporting within the IB framework. Both competitors have established a significant presence globally and serve as direct competitors to our services.

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

The products offered by our competitors vary in type and quality. Blackboard provides a robust LMS with a wide array of tools for online teaching, learning, and community building, recognized for its comprehensive features and structured content. However, it has been noted for its complexity and potential to overwhelm new users.

ManageBac offers a specialized platform focused on the IB curriculum, with efficient planning tools and a dedicated IB management system. While the platform is highly specialized, it may lack broader educational tools beyond the IB focus.

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

Blackboard positions itself as an all-encompassing educational platform that serves the broad needs of K-12, higher education, business, and government sectors. It emphasizes its comprehensive suite of tools for virtual classrooms and accessibility through Blackboard Ally.

ManageBac positions itself as a niche service for IB World Schools, educators, and students, highlighting its integrated approach to managing the IB curriculum. Both competitors market themselves as essential tools for modern education, with Blackboard appealing to a wider audience and ManageBac catering to specialized IB education.

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

Blackboard presents itself as a comprehensive learning management system (LMS) provider, catering to a wide range of educational and professional sectors. They highlight their extensive features and structured content, but also recognize that their platform can be overwhelming for newcomers and sometimes lacks modern accessibility standards.

Google Classroom describes itself as an efficient, user-friendly educational tool that integrates seamlessly with other Google services. They emphasize their simplicity and ease of use, making a note that while they are efficient for basic educational needs, they might lack advanced features for more in-depth educational purposes.

6. Competitors' strengths (List)

Blackboard's strengths include:

- Comprehensive LMS features for various educational settings.
- Recognizable brand with consistent visual identity.
- Engaging educational tools, despite a learning curve.

Google Classroom's strengths include:

- Seamless integration with Google services.
- User-friendly and intuitive interface.
- High accessibility with a strong emphasis on universal design.
- Consistent Google branding and minimalist design.

7. Competitors' weaknesses (List)

Blackboard's weaknesses:

- Interface complexity can overwhelm new users and present a steep learning curve.
- Mobile experience may be less intuitive, with features that are challenging to navigate.
- Accessibility needs improvement, particularly for visually impaired users and content often lacks closed captions.

Google Classroom's weaknesses:

- May lack depth for advanced educational users seeking extensive features.
- While it integrates well with other Google services, it might miss out on advanced educational features and customization options.
- Organization of class materials can become challenging as the volume of content grows.

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8. Gaps (List)

Gaps for **Blackboard** might include:

- A more user-friendly interface that simplifies the learning curve for new users.
- Enhanced mobile user experience that matches the desktop experience in ease of use.
- Improved accessibility features to ensure compliance with all assistive technologies and to include closed captioning for all video content.

Gaps for **Google Classroom** might include:

- Providing more advanced features and customizable options for users who require more than the basic functionalities.
- Developing a more structured organization system for class materials to handle large amounts of content efficiently.
- Offering more in-depth educational content to appeal to a wider range of learning needs, beyond the core Google Apps integration.

9. Opportunities (List)

- Redesigning the user interface to be more welcoming and less overwhelming for newcomers.
- Creating a more robust and intuitive mobile app that aligns with the capabilities of the desktop version.
- Expanding accessibility features and ensuring that all educational materials are fully accessible, including the provision of closed captions for all video content.
- Developing advanced features and customization options for a more tailored educational experience.
- Implementing an improved organizational system to manage class materials as they grow in quantity and complexity.
- Curating and incorporating a broader range of educational resources to cater to diverse educational needs and disciplines.