

1. Competitive audit goal(s)

Compare similar apps to identify opportunities for differentiation and improvement for BarterUp!

2. Who are your key competitors? (Description)

HaveNeed: Direct competitor based in Los Angeles, CA, targeting global environmentalists.

Obodo: Indirect competitor based in Dubai, UAE, catering to online marketplace enthusiasts.

Barter: Direct competitor located in Bethesda, MD, appealing to crunchy millennials.

BarterChain: Direct competitor headquartered in Dublin, IE, targeting millennial environmentalists.

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

HaveNeed: Global multi-party system with exceptional explanation of service.

Obodo: Online marketplace platform with a focus on following favorite users.

Barter: User-friendly app for crunchy millennials with a clear and straightforward interface.

BarterChain: B2B and C2C offering with a bright, energetic feel and a personable team.

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

HaveNeed: Focuses on creating connections for skill exchange and self-sustainability.

Obodo: Positions itself as an inclusive and versatile online marketplace platform.

Barter: Targets crunchy millennials with a clear and concise bartering experience.

BarterChain: Appeals to millennial environmentalists with an inspiring and comprehensive approach.

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



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HaveNeed: Highlights video explanations, safety of transactions, and separate areas for "haves" and "needs."

Obodo: Emphasizes its user-friendly interface but faces concerns about safety and limitations.

Barter: Promotes its robust features but can be overwhelming and confusing for some users.

BarterChain: Offers a comprehensive and inclusive experience but lacks some explanatory details. They are energetic and enthusiastic and make you want to "join their team."

6. Competitors' strengths (List)

HaveNeed: Video explanations and separate areas for "haves" and "needs."

Obodo: User-friendly interface, versatile platform, and inclusivity.

Barter: Clear and straightforward bartering experience with a catchy logo.

BarterChain: Bright and energetic branding, personable team, and comprehensive features. Catchy slogan of "Bringing Barter Back". Has "Backed By" section to support its reputation.

7. Competitors' weaknesses (List)

HaveNeed: Lengthy walk-through of features, Complicated sign up, Error message when trying to access certain areas, doesn't promote safety of transactions needs a back button.

Obodo: Feeling unsafe and overwhelming user interface. Has color scheme of a taxi service which screams "I need my pepper spray".

Barter: Horrible choice of clashing colors (Neon and hunter green) and overcomplicated features.

BarterChain: Subpar explanation of how the app works and limited availability.

8. Gaps (List)

HaveNeed: Lack of trust and safety measures, error messages, and absence of back button.

Obodo: Outdated color scheme, overwhelming interface, and limitations.

Barter: Cluttered visual design, confusing navigation, and inconsistent branding.

BarterChain: Occasional lack of context, limited functionality, and occasional busy design.

9. Opportunities (List)



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- Improve trust and safety measures, provide a seamless user experience, and offer clear and concise navigation.
- Enhance visual design with a consistent and appealing color scheme, and prioritize intuitive features.
- Emphasize a strong value proposition, including unique and standout elements that differentiate BarterUp! from competitors.
- Leverage social media presence, provide informative explanations, and expand availability to reach a wider audience.

