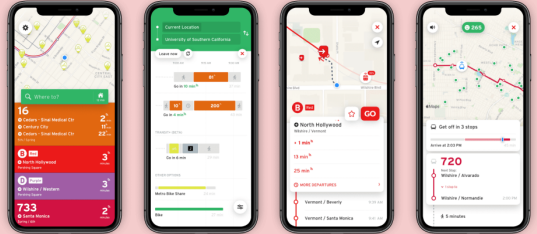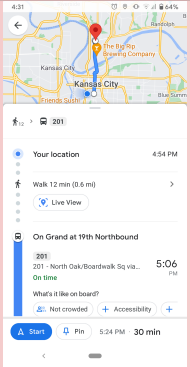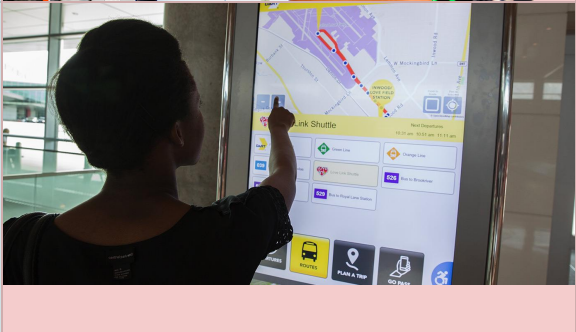| Competitive audit	The goal is to see what other transit riders might use for finding vital public transit information on the street or at a transit stop, either via their mobile device or at a similar kiosk in a different city. The current system is Smart City Media (https://www.smartcitymedia.us/)							
	General information							
	Competitor type (direct or indirect)	**Location(s)**	**Product offering**	**Price** ($ - $$$$)	**Website** (URL)	**Business size** (small, medium, large)	**Target audience**	**Unique value proposition**
Transit app	Indirect	Anywhere	Trip planning, real time departures, maps, schedules, alerts, personalized content	Free	https://transitapp.com/	Small	Regular public transit riders in North America	Transit app provides smartphone users a resource for public transit more than 200 cities worldwide with a simple and easy to use interface.
Google Maps app	Indirect	Anywhere	Trip planning	Free	https://play.google.com/store/apps/details?id=com.google.android.apps.maps&hl=en_US&gl=US	Large	Smartphone users	Google Maps provides web and smartphone users a resource for navigation throughout the world with multiple mode options
Intersection	Direct	Major cities	Real time arrival information, maps, advertising revenue	Free (to riders)	https://www.intersection.com/partners/transit/	Medium	Transit riders at their product's location/city	Intersection UI provides on-street resources for a variety of users to access public transit resources targeted to their current location with additional ad revenue
ConnectPoint	Direct	Major cities	Real time arrival information, maps, advertising revenue	Free (to riders)	https://www.connectpointdigital.com/	Medium	Transit riders at their product's location/city	ConnectPoint UI provides on-street resources for a variety of users to access public transit resources targeted to their current location with additional ad revenue

Competitive audit

	First impressions	Interaction		
	UX *(rated: needs work, okay, good, or outstanding)*			
	Interface experience	**Features**	**Accessibility**	**User flow**
Transit app	**OUTSTANDING** + A lot of care went in to designing specifically for transit users on the go - A mobile app is not the most accessible form of obtaining transit information for the rider, who will need to spend considerable amounts of money to own a personal mobile phone as well as a data plan	**OUTSTANDING** + Perfectly targets transit users + View transit info as real time arrival, trip plans, or by route + Information most pertinent is at the ready on the home screen + Alerts are blended seamlessly into the features - Moving to subscription-based content with limits on expanding past basic - Emphasis is on real time arrivals of nearby routes which can be confusing to riders used to utlizing maps and schedules	**OKAY** + Available to anyone with a smartphone and internet access + Basic transit information is available for free - Some users will not know of the app unless each city actively promotes it as a transit tool - Some users will not have a working smartphone, internet or a working knowledge of the technology to utilitize the app	**EXCELLENT** + Information is presented at very thoughtful levels of hierarchy + Users can choose to access routes and schedules or a custom trip plan - From the intial screen, it is not apparent that schedules and maps are available and some users might be afraid of tapping on individual routes to seek information
Google Maps app	**OKAY** + Easy to view lots of businesses and their information while navigating, can toggle between different transportation modes easily - Map gets cluttered with too many unrelated locations	**OKAY** + The best feature is probably having the multitude of possibly related information at the ready: store hours, contact, website, etc. + Users can pick driving, public transit, biking, walking, and taxi - Transit schedules and maps are not provided - Other important transit information such as alerts are not available - Transit options blur into other modes with no real emphasis or additional help	**GOOD** + Available to anyone with a smartphone and internet access + Basic transit information is available for free + The app is usually standard on Android phones - Some users will not have a working smartphone, internet or a working knowledge of the technology to utilitize the app	**OKAY** + The user flow does not require much tapping to see all the information available - All the information shown at once can be very overwhelming
Intersection	**GOOD** + Valuable transit information, such as arrival countdowns and route status, in a persistent zone adjacent to advertising and other messaging. It also enables the CTA to push up-to-the minute communications and alerts during service outages or emergencies. Riders wayfinding and detailed station alerts throughout the city. - Advertising takes a lot of real estate.	**GOOD** + Quick important info is available at a glance + Routes are easily distinguishable by color + Alerts are clear and prominent - Advertising takes up valuable real estate on the screen - No in-depth information provided on riding information such as fares, codes of conduct, etc. - No trip planning	**GOOD** + These screens are placed in areas where there are a high population of transit riders who need real time information - The expense of the technology prevents them from being available at every transit-related location - Seeking further information prevents others from using the screen during the duration of their interaction	**OKAY** + Further information such as rider alerts can be accessed with good detail available when needed - Layers of information are limited, perhaps to prevent one person from interacting too long with the shared device
ConnectPoint	**GOOD** + Automatically display real-time departure information or choose to show scheduled times. - Information limited to routes	**GOOD** + Quick important info is available at a glance + Routes are easily distinguishable by color + Alerts are clear and prominent - Advertising takes up valuable real estate on the screen - No in-depth information provided on riding information such as fares, codes of conduct, etc. - No trip planning	**GOOD** + These screens are placed in areas where there are a high population of transit riders who need real time information - The expense of the technology prevents them from being available at every transit-related location - Seeking further information prevents others from using the screen during the duration of their interaction	**NEEDS WORK** + All information is present on the screen and fits nicely - No further information can be accessed with interaction

Competitive audit

	Navigation	Content		Design
		Tone	Descriptiveness	
Transit app	**GOOD** + The homescreen limits information by proximity + With regular use of the app, the process becomes quicker as it saves important user information - Users may not attempt to tap in to an individual route to see it - Live tracking the vehicles may not be visible on the map if a user doesn't tap into the route and pan around the map	The content is all highly informational with few words and a friendly tone	**RATING** + The descriptiveness is in the transit details with a good understand of the user - The app assumes knowledge that some users may not have	
Google Maps app	**RATING** + Fewer options prevents confusion on finding further steps for more information - The simplistic nature of the interface feels limiting	Highly informational with emphasis on icons to communicate and numbers of data. Content is written to be helpful.	**OKAY** + Lots of details provided - Too many words used so it takes a long time to understand the directions provided	
Intersection	**EXCELLENT** + Navigation is limited to three buttons with the most desired information + Buttons are clearly marked - Custom information cannot be accessed or saved per each user which requires more time to reenter addresses and search queries	The information is limited to what is needed most. The tone of the content is concise for quick readability.	**GOOD** + The screens limit content to what is most needed - There are lots of detailed information that might be helpful to mention but are left of in an effort to be concise	
ConnectPoint	**NEEDS WORK** - Navigation is not available on these devices	Very little written word content aside from what is necessary. The information is limited to what is needed most. The tone of the content is concise for quick readability.	**GOOD** + The screens limit content to what is most needed - There are lots of detailed information that might be helpful to mention but are left of in an effort to be concise	