

Competitive audit																		
Competitive audit goal is to evaluate Mortlie's competitive landscape and identify its key differentiators.																		
General information									UX <small>(rated needs work, okay, good or outstanding)</small>									
Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price <small>(€ / \$ / £)</small>	Website <small>(URL)</small>	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition	First impressions	App or mobile website experience		Features	Accessibility	Interaction	User flow	Navigation	Brand identity	Tone	Content
								Desktop website experience										Descriptiveness
Clae	Indirect	Berlin, Germany	Period tracker	Free	<a href="https://theclae.com/">https://theclae.com/</a>	Medium	women aged 18 to 45	It offers health insights about fertility, pregnancy, and contraception, helping women make informed decisions about their health.	GOOD • Visually appealing • Organized	GOOD • Easy to use • Organized	GOOD • Period tracker, ovulation, & PMS. • Personalized insights and advice. • Limited resources & education about women's health. • No personalized product recommendations.	GOOD • Available in multiple languages	GOOD • Clear user flow	GOOD • Buttons are bold and clearly marked	GOOD • Clear brand identity across all platforms	Friendly and formal	GOOD • Focused on info relevant to target audience	
Flo	Indirect	London, England	Period tracker	Free/\$99 per year	<a href="https://flo.health/">https://flo.health/</a>	Large	women aged 12 to 55	It also offers a premium subscription with additional features such as health tracking, cycle predictions, and personalized reminders.	GOOD • Visually appealing • Organized	OUTSTANDING • Easy to use • Clear and concise • Need subscription to access some features	GOOD • Period tracker, ovulation, & other health metrics. • Personalized insights and advice. • Premium subscription with additional features. • No personalized product recommendations.	GOOD • Available in multiple languages	GOOD • Straightforward user flow	GOOD • Menus are neatly categorized • Great use of icons and buttons • Intuitive. • Switching languages is not as straightforward.	GOOD • Clear brand identity across all platforms • Simple bold texts	Friendly and Welcoming	GOOD • Focused on info relevant to target audience • Simple and clear	
MyFlo	Indirect	New York, USA	Period tracker	Free/\$300 per year	<a href="https://www.myfloapp.com/">https://www.myfloapp.com/</a>	Small	women aged 20 to 45	It provides resources and education about women's health, as well as personalized product recommendations.	GOOD • Visually appealing • Organized • Too much going on	GOOD • Very easy to use • Well organized • Need subscription to access some features	GOOD • Tracks cycle, ovulation, & personalized reminders. • Personalized insights and advice. • Provides resources & education about women's health. • No premium subscription option.	NEEDS WORK • Only available in english	GOOD • Easy user flow	OKAY • Great use of images • Too many menus	GOOD • High quality pictures • Vibrant colors, bold text and fonts	Welcoming	GOOD • Focused on info relevant to target audience • Too much going on	