

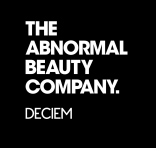




Competitive audit	Competitive audit goal: Compare the features of each competitor's website.						
	Direct Competitors				Indirect Competitors		
			Medik8	ALPHA-H			
	Paula's Choice	COSMEDIX	Medik8	Alpha-H	Hylamide	Sephora	Skins Cosmetics
FEATURES							
Search							
Search by bestsellers	✓	✓	✓	✓	✓	✓	✓
Search by skin concern	✓	✗	✓	✓	✓	✓	✗
Search by skin type	✓	✓	✓	✓	✗	✓	✗
Search by ingredients	✓	✗	✗	✓	✓	✓	✗
Search by routine	✓	✗	✗	✗	✗	✗	✗
Search by category	✓	✓	✓	✓	✓	✓	✓
Reference							
What does this product do?	✓	✓	✓	✓	✓	✓	✓
Is this suitable for my skin?	✓	✓	✗	✓	✗	✓	✗
Most important features	✓	✗	✗	✓	✗	✗	✗
Application	✓	✓	✓	✓	✓	✓	✓
Reviews	✓	✓	✓	✓	✓	✓	✓
Customer photos	✓	✗	✓	✗	✓	✓	✗
Provide ingredient list	✓	✓	✓	✓	✓	✓	✓
Reply to reviews	✗	✗	✗	✗	✗	✗	✗
FAQ	✓	✗	✗	✗	✗	✓	✗
Expert advice	✓	✗	✗	✗	✗	✗	✓
Online consultation	✗	✗	✗	✗	✗	✗	✗
Chat robot	✓	✗	✗	✗	✓	✗	✓
Products purchased together	✓	✗	✓	✓	✓	✓	✗
Compare feature	✗	✗	✓	✗	✗	✗	✗
Customization							
Skincare survey	✓	✗	✗	✗	✗	✗	✗
Build your own routine	✓	✗	✗	✗	✗	✗	✗
Save for later							
Add to wish list	✓	✗	✓	✗	✗	✓	✓
Social							
Blog	✓	✓	✓	✓	✓	✓	✓
Community	✗	✗	✗	✗	✗	✓	✗
Stream & Event	✗	✗	✗	✗	✗	✗	✓
Purchase							
Order without account	✓	✗	✗	✓	✓	✗	✗