

1. Competitive audit goal(s)

Identify and understand the effectiveness of products and features currently providing services to new Immigrants and to figure out areas of improvement.

2. Who are your key competitors? (Description)

YMCA is a large settlement organization for Immigrants.

NewLifeTo is a medium-sized organization providing counselling services to Immigrants on various aspects.

COSTI is a small organization providing counselling to new Immigrants on completing the documentation of Govt and Social services

CareerJoy is a small organization providing employment services to unemployed people.

JVSToronto is A small organization providing career exploration and counselling services to unemployed people.

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

YMCA is a settlement organization providing a lot of services to new Immigrants like language improvement coaching, career counselling, Housing and Finance. It has good both, website and a dedicated mobile app.

NewLifeTo also aims to serve Immigrants and focuses more to help them with housing. It has website but not the mobile app.

COSTI aims to provide detailed guidance to newcomers about various govt. and social services available. It has website but no mobile app.

CareerJoy provides counselling services to all unemployed but does not cover all aspects of job hunt. It has website and no dedicated mobile app.

JVSToronto provides career exploration and counselling services to all unemployed but it's complex and requires a lot of documents. It also has only website and no dedicated mobile app.

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

YMCA is a settlement organization. The value proposition is the provision of pre-arrival settlement services to Immigrants.

NewLifeTo is a settlement organization with main focus on counselling about housing.

COSTI is an organization focused on providing guidance on various govt. and social services available to new Immigrants.

CareerJoy is a career coaching service provider to anyone who is unemployed.

JVSToronto provides career counselling to find job fast.

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

YMCA describe themselves as the widely trusted settlement organization due to its pre-arrival counselling on settlement across whole Canada.

NewToLife encourages newcomers to hire them to help find their first house in Canada.

COSTI describe themselves as being best service providers when it comes to settlement in Toronto's socio-economic and cultural environment.

CareerJoy market themselves as counselling on career changing paths and guiding on steps of finding employment.

JVSToronto positions itself as specialized in finding job fast.

6. Competitors' strengths (List)

YMCA's strengths include:

- Strong consistent branding.
- Mentorship service.
- Provision of full settlement plan to new Immigrants.
- Providing services on both website and on mobile app.

NewLifeTo's strengths include:

- Personalized advice service.
- Easy navigation
- Easy to use rental services feature.

COSTI's strengths include:

- All features are useful.
- Website is screen reader compatible and is responsive.

Career Joy's strengths include:

- Website is in multiple languages.
- Intuitive navigation and easy to use features.
- Good collection of documentaries and webinars.

JVSToronto's strengths include:

- Good visual design.
- Recruitment service feature is very useful.

7. Competitors' weaknesses (List)

YMCA's weaknesses include:

- Lack of screen reader compatibility.
- A few irrelevant features like club memberships and cultural webinars are there.

NewLifeTo's weaknesses include:

- Mobile app is not there.
- Website is neither responsive nor is screen reader compatible.

COSTI's weaknesses include:

- Absence of mobile app.
- Overly descriptive at times.
- Too many subcategories are overwhelming.

CareerJoy's weakness include:

- Inconsistent font and colors on website.
- Mobile app is not there.

JVSToronto's weakness include:

- Website is not compatible with screen reader.
- Absence of mobile app.
- Information is confusing at times.

8. Gaps (List)

Some gaps I identified include:

- YMCA and NewLifeTo lack accessibility considerations in their web designs.
- YMCA and COSTI offers wide variety of features and is overwhelming.
- JVSToronto has weak information architecture.
- NewLifeTo, JVSToronto and COSTI do not have mobile apps.
- CareerJoy has inconsistent fonts and colors on their website.

9. Opportunities (List)

Some opportunities we identified include:

- Optimize the app and website for accessibility by including, at minimum: robust images throughout, accessibility-friendly color options, and screen reader-compatibility. We should also offer language translation options, and consider other ways to make our designs more equitable.
- Offer all relevant features related to career counselling.
- Be strategic in creating the website and app's information architecture and make sure that it serves user needs.
- Develop a strong brand identity that is consistent between desktop and mobile.