

Competitive audit							UX (what needs work, okay, good or outstanding)									
Location(s)	Product offering	Price (\$/100k)	Website URL	Business size (small/medium/large)	Target audience	Unique value proposition	First Impressions				Interaction			Visual design		Content
							Desktop website experience	Dedicated mobile app experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
First Aid by Red Cross	America, UK, Australia step-by-step instructions and interactive quizzes	\$	https://www.redcross.org.uk/first-aid/first-aid-app	Large	all ages and backgrounds who are interested in learning essential first aid skills and being prepared for emergencies.	Offers a diverse variety of learning resources	Not applicable as it may not have a dedicated de	Good + User-friendly interface. + Wide range of first aid information and resources. + Clear layout and navigation.	Good + Step-by-step instructions for handling emergencies. + Illustrated guides and videos for CPR and first aid techniques. + Personalized emergency preparedness checklist. + Location-based emergency alerts. + Integrated 911/dialer for quick access to emergency services.	Good + text reading + high contrast mode + Action: better compatibility color contrast and keyboard navigation.	Good + clear and logical flow + smooth and intuitive experience	Good + clear and intuitive navigation system + menu or tab bar that allows users to easily access different sections and features.	Good + strong brand identity of the Red Cross, which instills trust and credibility in users. + Branding elements are well-integrated, creating a cohesive and professional look and feel.	Professional and authoritative tone, delivering accurate and reliable information.	Good + clear and concise descriptions for each step and technique + Visuals and videos further enhance the descriptive nature of the content.	
St. John Ambulance First Aid	United Kingdom, Canada app with a range of first aid guidance, including videos, symptom checking, and step-by-step instructions.	\$	https://www.stjohn.ca/get-the-free-first-aid-app/	Medium	Individuals seeking comprehensive first aid guidance, particularly those who may have a specific interest or need for St. John Ambulance resources and training.	Offers an expert first aid resources and training materials	Not applicable as it may not have a dedicated	Good + Well-organized interface. + Intuitive navigation.	Good + Comprehensive first aid guides for various situations. + Clear illustrations and diagrams to aid understanding. + Interactive quizzes to test knowledge. + First aid tips for common injuries and illnesses. + Emergency contacts and resources for local St. John Ambulance services.	Okay + basic accessibility features + some users have reported issues with text readability and navigation for individuals with visual impairments.	Good + well-structured flow + easy to browse through different topics	Good + well-organized interface with clear categories and navigation menus	Good + aligns with the established brand identity of St. John Ambulance, conveying professionalism and expertise in the field of first aid. + The branding elements are well-integrated, creating a cohesive brand experience.	Informative and educational tone, providing expert guidance and knowledge.	Good + detailed and informative content + clear explanations and visual aids to enhance understanding	
Pocket First Aid & CPR	Internationally app provides comprehensive first aid information, including instructions, illustrations, and videos, covering various medical emergencies.	\$5	www.heart.org	Large	People who want quick access to reliable first aid information, including those interested in learning CPR techniques and basic life-saving skills.	Offers step-by-step instructions, videos, and illustrations to assist users	Not applicable as it may not have a dedicated	Okay + Hooks easy to use + Outdated UI	Good + Extensive library of first aid topics and procedures + Interactive quizzes and skill assessments + Step-by-step guidance for CPR and AED use + Emergency contact directory for quick access + Offline access to content for use in remote areas	Good + adjustable text size + cross-device compatibility + color contrast options	Good + organizes information into clear sections + easy navigation + smooth transitions between different features	Good + logical structure and clear menu options, allowing users to easily navigate between different sections and find the information they need.	Good + strong brand identity through its modern design and user-friendly interface.	Practical and user-friendly tone, offering accessible and actionable first aid advice.	Outstanding + comprehensive and detailed content + Users have praised the app for its thorough explanations, visual aids, and step-by-step guidance, which make it easy to understand and apply first aid techniques.	