

## 1. Competitive audit goal(s)

Evaluate the strengths and weaknesses of existing first-aid learning apps in the market. Identify opportunities and gaps in the current offerings. Understand how competitors position themselves and communicate their value propositions.

## 2. Who are your key competitors? (Description)

- a) First Aid by Red Cross
- b) St. John Ambulance First Aid
- c) Pocket First Aid & CPR

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

### a) First Aid by Red Cross:

**Type:** Mobile application available for iOS and Android devices.

**Quality:** The app is developed by the reputable American Red Cross, known for its expertise in first aid and emergency response. The content is carefully curated and regularly updated to ensure accuracy and reliability. The app offers clear and concise instructions, high-quality videos, and interactive features to enhance the learning experience.

### b) St. John Ambulance First Aid:

**Type:** Mobile application available for iOS and Android devices.

**Quality:** The app is offered by St. John Ambulance, a trusted organization with a long history of providing first-aid training. The content is based on their expertise and follows the latest industry guidelines. The app provides detailed instructions, informative videos, and interactive quizzes to ensure users gain a comprehensive understanding of first aid techniques.

### c) Pocket First Aid & CPR:

**Type:** Mobile application available for iOS and Android devices.

**Quality:** The app is designed to be a comprehensive reference guide for first aid. It offers various topics and covers multiple medical emergencies and injuries. The content is sourced from reputable medical sources, ensuring accuracy and reliability. The app provides clear instructions, informative visuals, and offline access to ensure users can access critical information without an internet connection.

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



Pizza King positions itself as offering “pizza for everyone.” Pizza King is cheap, reliable, and will deliver almost anywhere. This makes its customers particularly loyal. Its app is famously simple to use and its delivery service is excellent, making it a go-to staple for people ordering pizza.

Pesto Palace positions itself as “a place for families.” They offer a kid-friendly environment, serve large portions, make hosting birthdays easy, and sing happy birthday to customers. Their app is geared towards delivering large meals for families, with a customer base that speaks multiple languages.

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

#### a) First Aid by Red Cross:

First Aid by Red Cross positions itself as a trusted and authoritative source for first aid information. It emphasizes the backing of the renowned American Red Cross organization, leveraging its credibility in the field of emergency response. The app aims to provide comprehensive and reliable first-aid guidance to empower individuals in emergencies.

#### b) St. John Ambulance First Aid:

St. John Ambulance First Aid positions itself as a leading provider of first aid knowledge and training. With its long-standing history and expertise in first aid, the app emphasizes the credibility and reputation of St. John Ambulance. It aims to offer accessible and practical first-aid information to individuals who want to learn life-saving skills.

#### c) Pocket First Aid & CPR:

Pocket First Aid & CPR is a comprehensive and portable first aid resource. It highlights the extensive range of topics covered and the convenience of having essential first-aid information readily available on a mobile device. The app aims to be a go-to reference for users seeking quick access to step-by-step instructions, videos, and visuals related to first aid

### 6. Competitors' strengths (List)



## **First Aid by Red Cross:**

- Strong brand reputation
- location-based emergency alerts
- integrated 911 dialer.

## **St. John Ambulance First Aid:**

- Expertise in first aid training
- interactive quizzes
- emergency contacts

## **Pocket First Aid & CPR:**

- Extensive library of topics
- offline access to content
- step-by-step guidance



## 7. Competitors' weaknesses (List)

### First Aid by Red Cross:

- Limited customization options,
- occasional technical issues reported

### St. John Ambulance First Aid:

- Some users find the app interface outdated
- limited availability in certain regions

### Pocket First Aid & CPR:

- Lack of interactive features beyond quizzes
- occasional inaccuracies reported

## 8. Gaps (List)

- A more comprehensive range of ways to teach first aid
- No desktop version of the app
- Lack of social sharing or community features for users to connect and share experiences.

## 9. Opportunities (List)

- introduce gamification elements to enhance user engagement and motivation.
- Offer advanced first-aid training modules for users seeking more in-depth knowledge.
- Tracking the user's progress

