Competitive audit

Goal: Compare the user experience of each competitor's website

General information

	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition
Eventbrite	Indirect	San Francisco, CA	Event creation, ticketing, promotion, and attendee management.	Event Creation: Free Organizers: Pay $3.7% per ticket + 2.9% processing feee	www.Eventbrite.com	Large - 784 Employees	Organizers: Individuals, small businesses, and organizations hosting professional, community, or entertainment events. Attendees: Anyone seeking events—especially young professionals, hobbyists, and local community members looking for in-person or virtual experiences.	All-in-one platform for creating, promoting, and managing events with built-in ticketing and broad audience reach.
Meetup	Indirect	New York, NY	Platform for creating/joining interest-based in-person and virtual group events. Organizers run groups and schedule recurring meetups.	Organizer subscription model: Starter (free tier); Standard and Pro plans start around $23.99/month. Attendees may pay small RSVP fees.	www.meetup.com	Large - 572 Employees	Organizers of hobby, interest, professional, and community groups. Attendees interested in in-person social or professional meetups.	Facilitates offline and virtual gatherings around shared interests via organized local groups with ease.

UX
(rated: needs work, okay, good, or outstanding)

	First impressions		Website Interaction				Website visual design	Website content	
	Desktop website experience	**Mobile website experience**	**Features**	**Accessibility**	**User flow**	**Navigation**	**Brand identity**	**Tone**	**Descriptiveness**
Eventbrite	**Good** + Good hierarchy and proximity + A lot of options of events – Feels dense and overwhelming in places – A little boring and outdated	**Good** + Fully responsive – Could use some updated scroll animations	**Good** + Extensive event creation tools including customizable ticket types, social & email integrations, QR-based check-in, payment workflows, surveys, speaker profiles, and analytics dashboards. + Reliable event discovery and ticketing experience for users, backed by strong mobile support and seamless checkout. – Lacks deep networking-specific features—no in-platform attendee matching, messaging, or curated connections like Gatherly plans to provide.	**Okay** + The site includes accessibility-friendly features like "Skip to content" links, clear layout structure, and high contrast options that help screen reader users and visitors with low vision + Images of menu items are clear and legible. + Eventbrite publicly publishes accessibility advice for organizers and aims for WCAG AA compliance, demonstrating a commitment to digital inclusion. – Documented issues, especially in mobile app performance—reports from users highlight persistent bugs, login loops, and poor navigation without workarounds.	**Good** + Streamlined checkout experience with minimal friction—Eventbrite has optimized the booking flow to reduce drop-offs, including features like one-click ticket selection and support for Apple Pay and Google Pay. + Clear progression from event discovery to confirmation, with auto-generated confirmation emails and RSVP reminders to re-engage users. – Filtering and sorting options can be confusing or unintuitive—users have reported difficulty in searching by city or date, affecting discovery flow efficiency.	**Okay** + Navigation is generally clear and organized, with a recognizable global header featuring key options like "Browse Events," "My Tickets," and "Help"—making it easy to orient within the site. + Event discovery flows are intuitive with prominent search and filter access, supported by helpful microcopy and responsive navigation on desktop and mobile. – Some elements suffer from usability issues—specifically the confusing "My Tickets" label instead of expected terms like "My Events," which leads users to key functionality. Additionally, filtering options are sometimes buried or inconsistent across devices.	**Good** + Consistent use of color, logo, and typography across platforms reinforces brand recognition. + Clean, professional look that suits a wide range of event types and audiences. – Visual identity feels broad and neutral, lacking distinct personality or tailored appeal for professional networking.	**Good** + Clear and professional tone that communicates trust and credibility for both event organizers and attendees. + Friendly, approachable messaging that lowers barriers—especially helpful for first-time event creators. – Lacks a strong, unique voice for specific use cases like professional networking—content feels generic rather than tailored to dedicated audiences.	**Good** + Event pages include detailed descriptions—dates, speakers, agendas, locations, ticket types, and policies—making it easy for attendees to understand event specifics. + Organizer tools provide helpful prompts and placeholders to guide users through adding key event information, ensuring clarity and completeness. – Occasionally, pacing of information can feel overwhelming; some event pages lack visual hierarchy, which makes it harder to scan and absorb key details quickly.
Meetup	**Okay** + Organized around groups and events, Meetup offers clear browsing and RSVP flows for attendees and organizers alike (e.g. groups, calendar, discovery tabs). + Consistent layout with calendar overview and topic-based navigation simplifies accessing upcoming or saved events. – Terminology and navigation inconsistency (e.g., the interchangeable use of "Meetup" for groups vs. events) causes user confusion and increases cognitive load.	**Okay** + Clean layout for browsing events and managing RSVPs, with a consistent user interface across mobile and desktop that simplifies navigation. + Intuitive access to event details, group pages, and discovery feeds; minimal missing features compared to the mobile app. – Navigation inconsistencies and structural confusion—terms like "Meetup" overlap between groups and events, and key features are buried, affecting usability	**Okay** + Supports robust community-based event discovery with group calendars, recurring meetups, event chat, check-in for organizers, and basic RSVP tools. + Useful organizer tools for group management, event scheduling, and member notifications. – Lacks rich professional networking features such as attendee matching, personalized introductions, or curated connection tools.	**Needs work** + Available in multiple languages and structured with group/event separation, helping locate content more easily. + Responsive website with some considerations for assistive tech in forms and navigation. – Introduced and then removed an accessibility overlay, which was seen by advocates as masking underlying accessibility issues rather than addressing them properly. Extensive WCAG gaps identified remain.	**Okay** + Group discovery and RSVP processes are intuitive for experienced users, offering quick attendance and simple group joining. + Organizer onboarding includes clear steps to create groups and events, including scheduling, speaking prompts, and check-in capabilities. – Terminology (e.g. "Meetup" used interchangeably for both groups and events) causes confusion and disrupts flow consistency.	**Okay** + Top-level navigation via groups, events (calendar), account, and discovery is present across devices. + Topic-based navigation is accessible, though often only via footer links or buried menu options. – Inconsistent use of group vs event terminology ("Meetup") and buried navigation options create usability frustration.	**Okay** + Friendly and inclusive visual style with a welcoming brand tone that resonates with casual and community-driven audiences. – Lacks a polished or professional aesthetic suitable for business networking—design feels better suited to hobbies and informal gatherings.	**Okay** + Welcoming and conversational voice + Friendly – Informal	**Okay** + Clear event details + Helpful group descriptions – Vague feature explanations – Limited onboarding guidance for new users