

Competitive Audit Report

1. Competitive audit goal(s)

To assess how existing platforms support or hinder seamless event experiences from a UX perspective, focusing on onboarding flows, role clarity (Guest, Host, Co-Host), collaboration, negotiation, and discoverability. The goal is to identify friction points in competitors and define how MICASA can lead with intuitive, frictionless design.

2. Who are your key competitors?

Peerspace	Great space discovery, but lacks seamless service integration or collaboration UX.
Giggster	Most aligned UX-wise but rigid, lacks dynamic onboarding for multi-role users.
Eventbrite	Smooth ticketing UX, poor creator or talent-side experience.
Fiverr	UX strong for 1:1 hiring, but no event context or timeline-based flows.
Airbnb Experiences	Beautiful UI but not optimized for multi-role collaboration or event co-creation.

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

- **Peerspace:** Clean design, strong filters, poor collaboration flows.
- **Giggster:** Simple steps, but lacks personalization or flexible role management.
- **Eventbrite:** Ticket-first UX works well for attendees but excludes role fluidity.
- **Fiverr:** Interface good for hiring, lacks broader flow for co-creation.
- **Airbnb Experiences:** Emotionally strong, but lacks UX flexibility for different event types.

4. How do competitors position themselves in the market?

Peerspace	"Book a space fast and easy" – Task-based, not journey-based UX.
Giggster	"Hire and shoot quickly" – No emotional UX layer or collaboration loops.
Eventbrite	"Self-serve event listing" – Strong for attendees, disconnected for creators.
Fiverr	"Hire anyone instantly" – Fast flows, but no sense of shared context.

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Airbnb Experiences	"Live something unique" – Beautiful storytelling UX but no collaboration model.
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5. Competitors' strengths

- **Peerspace:** Fast onboarding for space listers, clean event discovery UX.
- **Giggster:** Predefined options make basic tasks efficient.
- **Eventbrite:** Clear UI for guest-side flows, mobile-friendly.
- **Fiverr:** Familiar, task-focused flow with reviews and credibility indicators.
- **Airbnb Experiences:** Strong immersive storytelling through visuals and layout.

6. Competitors' weaknesses

- **Peerspace:** No talent/service layer; fragmented UX when planning full events.
- **Giggster:** Static experience; lacks dynamic dashboards and contextual onboarding.
- **Eventbrite:** Weak on multi-user collaboration and talent integration.
- **Fiverr:** Isolated transactional UX; lacks event-based user journeys.
- **Airbnb Experiences:** Little flexibility for custom roles or event configuration.

7. Gaps

- No unified UX that supports **Guests, Hosts, and Co-Hosts** with contextual onboarding.
- No **onboarding deferral** — most platforms force setup before discovery.
- **Negotiation UX** is clunky or non-existent; no progressive collaboration interface.
- No use of **To-Do pipelines or role-specific dashboards** to orient users.
- No **invitation-based contextual co-host onboarding**.
- Little to no **personalization by event type or creator intent**.

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8. Opportunities

Organic onboarding	Delays friction — users land on dashboard first, onboard progressively.
Code-based event entry	Improves guest access — browse first, sign up only to act.
Role-specific To-Do Pipelines	Reduces overwhelm, guides hosts/co-hosts contextually.
Co-host invite links	Seamless collaboration UX — click → preview → accept.
Preset packages for co-host gigs	UX win for reducing decision fatigue and simplifying proposals.
Reputation-based auto-accept flows	Builds trust layer, removes negotiation bottlenecks.
Event type templates	Helps creators get started faster, with relevant fields auto-filled.
Recognition badges for power users	Incentivizes usage with visible progress markers.