

**Competitor Audit
Study Resources for NZLPE Candidates**

General Information

Name	Type	Location	Product Offering	Price	Website Address	Business Size	Target Audience	Value Proposition
New Zealand Council of Legal Education	Independent statutory body	New Zealand	Service: Responsible for the quality and provision of education and practical legal training that is required to be undertaken by any person either within New Zealand or from overseas wishing to be admitted as a barrister and solicitor of the High Court of New Zealand.	\$ 10.00 - \$5,000.00	https://nzcle.org.nz/index.html	18	Students preparing for the NZLPE	By passing the exams, an examinee is then able to practise law in New Zealand.
College of Law	Educational organisation	New Zealand	Education: A school of professional practice for lawyers in Australia and New Zealand. Some free brochures available, but only as outlines of information.	\$2,875 - \$18,000	https://www.collaw.ac.nz/nzlpe/	420	Students preparing for the NZLPE	School supports students studying for the NZLPE.
New Zealand Law Society	National regulator of the legal profession in New Zealand	New Zealand	Service: Regulates legal profession in New Zealand	Free	https://www.lawsociety.org.nz/	400 - 450	Anyone practising or seeking legal services.	Assures the integrity of law practice in New Zealand.

First Impressions

Desktop Website Experience	Mobile Website Experience
Order of the website is logical, however the titles of the different categories are misleading. Pretty good, but boring. Dense information only.	Responsive web site, very difficult to read because requires expanding text view. A lot of text to read. Like the desktop, same issues. Fully responsive.
Website well-organised, light colours, looks professional.	Adaptive website; very professional, clear colours, information well laid out.
Well-organised, information is easy to find. Looks professional and clean.	Adaptive website; looks great!

Website Interaction

Features	Accessibility	User Flow	Navigation
Needs work. Very basic set up.	None.	Good. Clear where you should go to find certain information.	Good. Not complex, pretty easy to understand categories and how to get to different points on site.
Really well set up.	None.	Was a little confusing with finding the home page because there is no label for this. Some of the user flow is confusing because of the amount of information.	Navigation and CTA were mostly clear. Seems to be a bit of an issue with pointing people in the right direction due to the amount of information offered.
Get there quick feature, search feature	Talks about diversity and inclusion, no indication that the website has been designed for this.	Very clear user flow.	Navigation is great - used through highlighting text or buttons.

Website Visual Design and Content

Brand Identity	Tone	Content
Clear colour scheme, font and icons	Dry and boring; focusses only on the delivery of information.	Straightforward delivery of information.
Clear colour scheme, font and brand identity.	Some enthusiasm, but not very 'human'.	Pretty straightforward information available.
Pleasant clear colour scheme, font and identity.	Some enthusiasm, but also rigorous.	Straightforward. Easy to understand.