### 1. Competitive audit goal(s)

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| Compare the purchasing experience of each competitor’s app as a new user and a returning user. |

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

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| Our key competitors are Via Carota, an authentic Italian cuisine, and Marea, a quick delivery service that sends a well packed food. Marea is a direct competitor to our company, and Rao's restaurant is an indirect competitor to Hestia’s Kitchen. |

**3. What are the type and quality of competitors’ products?** (Description)

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| Marea has a well-designed app that communicates that it’s a Italian-based chain that specializes in all types of pizza and pasta which pays close attention to presentation. The app has excellent customization features, which remember users’ customization info, and is accessible to both English and Spanish speakers in written. However, it focuses on basic functionality and is somewhat limited in features.   The Via Carota app is also well-designed, but communicates a more modern, minimalist feel. The design looks impressive, but doesn’t always host an intuitive user experience. The Via Carota app makes better use of modern phone features by integrating with face recognision services to facilitate payments and voice assistants to navigate the app but has no audio feature for visually-impaired users. |

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

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| Marea positions itself as a traditional Italian cuisine with traditional Italian-inspired decor, a greater variety of pizza and pasta options to provide for a larger income bracket and palette. However, they are only equipped to serve an English and Spanish-speaking audience.   Via Carota markets itself to customers primarily in the suburbs, who need to drive to reach the nearest Italian cusine, and to people who work from home. It mainly targets higher-income clientele who like to drink wine they can feel good about, but who aren’t able to regularly make it to a cuisine. Its app reflects this: Every part of the customer journey is geared towards getting Italian dishes delivered to users’ doors. |

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

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| Via Carota markets itself as a place for working adults to find a moment to relax with a good Italian bread and wine. It has a focus on tradition and the customer that extends to its app process: It remembers customers’ customized order information to make their time feel valued.  Marea markets itself as a zippy startup that provides modern solutions to modern problems, which is expanding access to good, ethically-sourced cuisine and wine who can’t easily make it to the shop. Marea wants to deliver high-quality food to your door, and its simple, streamlined, and technology-integrated app reflects this. |

**6. Competitors’ strengths** (List)

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| Marea strengths include:   * Using its visual design to communicate its company ethos * Offering full menus with additional dishes * Offering live chat support availability   Via Carota strengths include:   * Using its visual design to communicate its company ethos * Integrating modern phone technology like voice assistants * Remembering users’ customized order information * Offering scheduled delivery on subscription. |

**7. Competitors’ weaknesses** (List)

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| Via Carota weaknesses include:   * Not expanding its language options * Not making better use of modern phone technology like voice assistants * Not providing feedback options for users   Marea weaknesses include:   * Not remembering users’ customized order information * Not offering audio versions of its menu |

**8. Gaps** (List)

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| Some gaps we identified include:   * Both Marea and Via Carota don’t user feedback option on food * Both Marea and Via Carota doesn’t offer any rewards or perks for returning users |

**9. Opportunities** (List)

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| Some opportunities we identified include:   * Provide quick and easy way to reorder past orders * Provide rewards or perks for returning users * Provide customer feedback options for ordered food delivery |