

# Part 2 - Competitive Audit Report

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## 1. Competitive audit goal(s)

Compare delivery experience of each competitor's app

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

Onfleet and Gofrugal are our key direct competitors with locations in united states and india respectively while our indirect competitors are Logdio by Logtime ltd and Radaro located in Lithuania and united states respectively

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

The use of their websites are way better than their mobile applications, the mobile apps have less quality in terms of features and accessibility. Onfleet and Gofrugal tend to help restaurants in delivering the ordered food to a given location. Logdio and Radaro is useful for store owners and industries respectively.

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

Onfleet customers range from multi-national couriers, retailers and distributors to on-demand delivery startups to deliver food and beverages. Logdio focuses on delivery services for retailers, waste management and roadside assistance. Gofrugal assists restaurants in making home to home delivery of ordered food possible.

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



They describe themselves as fleet management or delivery management companies.

### 6. Competitors' strengths (List)

Onfleet's strengths include:

- Mileage Tracking
- GPS
- Routing

Gofrugal's strengths include:

- Live Tracking
- Real-time Notifications
- Offering an elaborate and ornate app design

Logdio's strengths include:

- Dispatch Management
- Inspection Management
- Mileage Tracking

Radaro's strengths include:

- Dispatch Management
- Inspection Management
- Mileage Tracking
- Providing excellent app accessibility

### 7. Competitors' weaknesses (List)



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Google UX Design Certificate

Onfleet's weaknesses include:

- Offering audio features in the app
- Offering the app in languages other than English
- Improving their delivery tracking and making sure their delivery ETAs are accurate

Gofrugal weaknesses include:

- Lots of unnecessary graphics consumes lots of data
- Improving their delivery tracking and making sure their delivery ETAs are accurate

### 8. Gaps (List)

Some gaps identified include:

- Competitor products don't include good accessibility features.
- Competitor products provide a limited real-time tracking and notification experience

### 9. Opportunities (List)

Some opportunities we identified include:

- OfMake our website progressive and responsive to be able to work on various devices
- Consider various accessibility cases like night mode and text to speech features
- Tracking should be able to work offline after an online order
- Create a straightforward process for order, checkout, and delivery tracking

