

Competitive audit																	
Compare delivery experience of each competitor's app																	
General information									UX (rated: needs work, okay, good or outstanding)								
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition		First impressions		Interaction		Visual design		Content		
									Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Orbifox	Direct	United States	Food Delivery Dispatch	\$\$\$	orbifox.com	Large	restaurants	live tracking	Good + Comprehensive layout - Accessibility not included	Good + Comprehensive layout - Accessibility not included	Outstanding + live tracking - No menu management	Good	Good	Good	Needs work - Poor brand identity - App is simple	Simple and informative	Good
GoFrugal	Direct	India	Food Delivery Dispatch	\$\$	www.gofrugal.com	medium	retailers and restaurants	online ordering	Good + Good onboarding info - Too much graphics, takes much time to load Needs work	Good + Good onboarding info - Too much graphics, takes much time to load Okay	Good + Online ordering - No live tracking Okay	Needs work	Good	Outstanding	Outstanding	Formal and informative	Good
Logilo	Indirect	Lithuania	Product Delivery Service	\$	logilo.com	small	Stores and Waste ma	GPS and Mileage Tracking				Needs work	Okay	Good	Good	Simple and informative	Okay
Radero	Indirect	United States	Product Delivery Service	\$\$\$\$	radero.com	medium	Industries, grocery sto	Routing and Incidence Reporting	Okay	Good	Good	Needs work	Good	Okay	Outstanding	Formal and informative	Okay