

Competitive audit	To compare Food Delivery Tracking Apps that already exist in the market				
	General information				
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)
Swiggy	Direct	India	Swiggy offers multiple re	\$\$	www.swiggy.com
Zomato	Direct	India	Zomato offers their own	\$\$	www.zomato.com
Dominos App	Indirect	India	Dominos App alllows use	\$\$	www.dominos.com

Competitive audit

	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience
Swiggy	Large	Users or people who order food online and need them to be delivered from a plethora of restaurant options to choose from.	"Food for everyone at their doorstep"	Good + Good color tone and brand identity maintained + has all the necessary information in the home page
Zomato	Large	users or people who order food online and need them to be delivered from a plethora of restaurant options to choose from.	"Food for everyone at their doorstep"	Okay + Good color tones used - navigation bar isn't very efficient to use
Dominos App	Large	Users who enjoy pizzas and want them to be delivered to their doorstep	"Pizaa for everyone"	okay + good brand identity maintained throughout app - Payment methods aren't concrete

Competitive audit

	expressions	
	App or mobile website experience	Features
Swiggy	<p>Good</p> <p>+ Navigation to all the other pages available clear</p>	<p>good</p> <p>+ Offers on all restaurants shown in restaurant previews itself</p> <p>- Tracking ETAs mismatch compared to real life situations sometimes</p>
Zomato	<p>Okay</p> <p>+ many options of restaurants shown</p> <p>- feels very cluttered and very difficult user journey</p>	<p>good</p> <p>+ Shows a plethora of restaurant options to choose from</p> <p>- Some features are very hard to find and new users may find it difficult to operate app</p>
Dominos App	<p>Okay</p> <p>- Feels a bit disoriented altogether</p>	<p>good</p> <p>+ Offers many deals in the homepage to attract users</p> <p>- Login issues</p>

Competitive audit

	UX (rated: needs work, okay, good, or outstanding)	
	Interaction	
	Accessibility	User flow
Swiggy	Needs work <ul style="list-style-type: none"> - There seems to be no option to switch to other languages . - No text to speech option available. 	good <ul style="list-style-type: none"> + Very straight forward to use + all payment options and addressed can be saved.
Zomato	Needs work <ul style="list-style-type: none"> - There seems to be no option to switch to other languages . - No text to speech option available. 	okay <ul style="list-style-type: none"> + The user flow is pretty good when being used to only order food - The user flow is horrible when it comes to checking order history or payment related issues
Dominos App	Needs work <ul style="list-style-type: none"> - There seems to be no option to switch to other languages . - No text to speech option available. 	okay <ul style="list-style-type: none"> + user flow is pretty simple to order food. - Can get pretty confusing for first timers

Competitive audit

		Visual design
	Navigation	Brand identity
Swiggy	Outstanding + The navigation is very simple to use with no clutter all.	Outstanding + Brand identity and colour tone is maintained throughout
Zomato	okay - The navigation can't be easily comprehensible at first glance for new users	good + Good use of colour tone - Website's homepage seems a little empty
Dominos App	okay - navigation bar isn't lucid enough. - lack of necessary components in nav bar	good + good use of color tone + consistency in terms of brand identity is maintained

Competitive audit		
	Content	
	Tone	Descriptiveness
Swiggy	very informative and concise	good + Short and to the point + good use of words
Zomato	consise and short	good - some unnecessary details here and there + wordy
Dominos App	well informed and formal	good + relevant information given + describes and helps influence user choice.