

Part 2 - Competitive Audit Report

Google UX Design Certificate

1. Competitive audit goal(s)

Compare Online food delivery applications in the market

2. Who are your key competitors? (Description)

My key direct competitors can be Swiggy and zomato.
And my indirect competitor may be Dominos.

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

Both Swiggy and Zomato provide good quality of service but restaurants can sometimes make mistakes due to which their QoS tend to get poor.
When it comes to Domino, which includes delivering only pizza, there is room for only little error but the quality of products are mediocre.

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

Swiggy positions itself as one of the best and used in the market while offering a wide range of services including picking and dropping packages which neither of its competitors offer. Dominos claim to offer affordable pizzas and are the most sought out or used because of the daily offers they come up with.

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



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6. Competitors' strengths (List)

- Provide good offers
- Provides an extra feature of pickup and drop of personal items as well
- Very good and intuitive website and app
- Easy to login and save addresses

7. Competitors' weaknesses (List)

- Provide wrong ETA estimates
- Don't personally assure quality of food
- Lack of restaurant rating checkups
- Delivery executive issues

8. Gaps (List)

- Extra visuals and animation design when food is being prepared
- Lack of intuitive tracking pages with an option for user interaction as well

9. Opportunities (List)

- Offer to check up on restaurant quarterly
- Make sure that ratings are reset quarterly
- Offer to store history of delivery instructions provided to delivery executives
- Better animations when the food is being prepared, picked and delivered.

