Competitive audit | **Goal:** Compare the purchasing experience of each competitor's app as a new user and a returning user.

	General information								First impressions		Interaction				Visual design	Content	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	Dedicated mobile app experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
JavaMate	Direct	Canberra, Australia	Variety of different quality coffees	$$	www.javamate.coffee	Large	Working adults	Offers a diverse variety of coffee	**Outstanding** • Website is well-designed and easy to use • Basic design with strong branding • Lots	**Good** • App is well-designed and easy to use • Smooth ordering process • Limited number of features	**Needs work** • One-click payment that remembers payment info • Lack of other useful features • No loyalty rewards program	**Good** • Audio option for menu available in English and Spanish • Offers 2 different languages	**Good** • Easy and useful order and payment processes • Straightforward user flow • Not memorable	**Good** • Easy basic navigation • Clear indication of clickable elements	**Outstanding** • Strong brand identity including colors, fonts, style, and imagery • Visual design communicates company ethos	Sophisticated and informative	**Good** • All key info is present • Too descriptive
BeanTown	Indirect	Sundsvall, Sweden	Rotating selection of high-end coffee	$$$$	www.freshbrewed.bean	Small	Higher-income clientele who work in the suburbs or from home	Offers a subscription mail-order service	**Okay** • Modern minimalist design • Limited features available in desktop version	**Good** • Modern minimalist design • Design is clean and easy to use • Some features don't work as intended	**Outstanding** • One-click payment with fingerprint recognition • Ability to create user profile • Offers premium features for returning users • A "coffee map" that shows where each month's order comes from	**Outstanding** • Integrated with voice control software • Offers 23 different languages	**Good** • Fun and easy to use for account holders • Payment process without an account is repetitive and frustrating	**Okay** - Some unfamiliar navigation patterns	**Good** • Visual design communicates company ethos • Modern and trendy design • Visual design doesn't always support content intuitively	Engaging, concise, and informative	**Needs work** - Too brief at times - Missing information

UX (rated: needs work, okay, good, or outstanding)