Competitive and Comparative Analysis

	Sprinkles	Vanilla Bake Shop	The Cupcake Shoppe
Time On Task:	2:05	2:19	2:59
# Steps to Completion	17	13	14
Points Of Frustration:	• inability to edit cart during the checkout process • hidden fees, unclear prices • auto-scribe mailing list button	• unclear order dates for menu items, quantity selections, and customization of orders • no same day option	• no pictures of menu items, hard to place order • flow of checkout doesn't make sense, navigation confusing
Points of Satisfaction:	• aesthetically pleasing • easy user experience	• Simple visual design is more upscale/grown up • professionalism	• graphics are entertaining • grabs users attention
Guest/Login-In	Both	No Login	Both
Clarity of UI:	Visual design is well received clear and non confusing for the user experience.	Visual design is more to the users liking, user states that they would be willing to pay a bit more.	Very overwhelming and unclear, confusing to the user, the animations are cool, but very cluttered
Rating:	4	3	2
Overall Thoughts:	Clarity of pricing and an way to edit the oder in the process would help decrease the call volume to the store. Bonus: guest pick up option	Functional, confusion in the way the website is organized and ordering process Bonus: Pesentation	Functionality of the website doesn't work, despite cool graphics. Bonus: membership

Sprinkles