

Part 2 - Competitive Audit Report

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1. Competitive audit goal(s)

Compare the purchasing experience with different cuisine of each competitor.

2. Who are your key competitors? (Description)

Our key competitors are Pecko Pecko, an all-day low GI food provider, CHICK CHICK, a low GI healthy food provider at noon, and Tunghai Rib, with variety of toppings for rice. Pecko Pecko and CHICK CHICK are direct competitors to my restaurant, and Tunghai Rib is an indirect competitor to me.

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

Pecko Pecko has a well-designed app for ordering food. The app has excellent payment features, which remember users' payment info, and is accessible to audio form. The app makes better use of modern phone features by integrating with fingerprint ID services to facilitate payments and voice assistants to navigate the app. However, it lacks of menu with other language except Chinese.

CHICK CHICK has a modern design of website for users easy to read. The design looks impressive, but doesn't offer menu on website and limited menu on app. The app makes better use of modern phone features to facilitate payments and voice assistants to navigate the app. However, it lacks of menu with other language except Chinese.

Tunghai Rib has an easy-to-use website for users. The website has a easy basic navigation and clear indication for users. However, it not only lacks of menu with other language except Chinese, but also lacks of well-designed website and visual design.

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

Pecko Pecko 's positions itself as a low GI healthy food restaurant with higher price. It provides different kinds of cuisine all day long. Customers especially working adults in office could enjoy their food at anytime they want. However, it lacks of menu with other language except Chinese.

CHICK CHICK's position itself as a low GI healthy food restaurant with lower price. It provides many dishes at noon. Customers with enough lunch time could come to eat in a much cheaper way. However, it lacks of menu on the website and other language except Chinese.



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Tunghai Rib's position itself as a rice restaurant. It provides variety of toppings with rice and customers with not enough lunch time could buy it. However, it lacks of visual design on website and app, and its menu just provides Chinese version.

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

Pecko Pecko markets itself as a place for working adults to find a moment to relax in a nice ambiance with a good low GI meal. It has a focus on the customer that extends to its app process: It remembers customers' payment information to make their time feel valued.

CHICK CHICK markets itself as a place for working adults to have low GI meal with much lower price. It has a focus on the service it gives which could engage with the customers by the mobile app.

Tunghai Rib markets itself as a place for people who don't have enough lunch time to have a cheaper and delicious meal. It has a focus on customers with loyalty and combine nice relationship to every customer.

6. Competitors' strengths (List)

Pecko Pecko's strengths include:

- Using its visual design to communicate its company ethos
- Remembering users' payment information
- Offering audio availability

CHICK CHICK's strengths include:

- Using its visual design to communicate its company ethos
- Offering audio availability

Tunghai Rib's strengths include:

- Using its visual design to communicate its company ethos
- Easy basic navigation and clear indication on website

7. Competitors' weaknesses (List)



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Pecko Pecko's weaknesses include:

- Not expanding its language options

CHICK CHICK's weaknesses include:

- Not expanding its language options
- Not remembering users' preferred orders

Tunghai Rib's weaknesses include:

- Not remembering users' payment information and preferred orders
- Not offering audio versions of its menu
- Not expanding its language options

8. Gaps (List)

Some gaps we identified include:

- All Pecko Pecko, CHICK CHICK, and Tunghai Rib don't expand their language options.
- Both CHICK CHICK and Tunghai Rib don't remember users' preferred orders.
- Tunghai Rib doesn't offer audio versions of its menu.

9. Opportunities (List)

Some opportunities we identified include:

- Provide other language option such as English and Japanese.
- Provide more clearly menu on website and app for users to navigate.

