### 1. Competitive audit goal(s)

| Compare the ordering experience of each competitor's app |
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### **2. Who are your key competitors?** (Description)

| Our key competitors are Maria’s Coffee, a coffee delivery store that’s slightly cheaper than CoffeeHouse, and has more locations in Canada. Maria’s Coffee uses lower-quality ingredients but is famous for its deals and above-and-beyond delivery service.  Our other competitor is CoffeeZone, a Coffee store that has a  wide-ranging menu of but is famous for its Coffee and blended Coffee packets.  Our another competitor is Starbucks, a high quality Coffee store which has many outlets around Canada and is famous for its customizable drinks.  Our another competitor is Al Fresco’s, a food delivery store which provides dine in and out services around the area.  Maria’s Coffee, CoffeeZone and Starbucks are the direct competitors to CoffeeHouse. Al Fresco’s is an indirect competitor to CoffeeHouse. |
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**3. What are the type and quality of competitors’ products?** (Description)

| CoffeeZone’s app is simple and easy to use , it is visual appealing and it has a modern and informative design. It has easy ordering process but tracking process is not reliable. Its order and payment processes are so simple , clear and efficient.  Maria’s Coffee app has a clean and friendly user interface. It gives good recommendation of drinks for each user and it have detailed tracking process but its map does not perform on real time. It has a direct flow of ordering but it needs reloading to track a process.  Starbucks’ app is easy to use and it features loyalty for customers and it also have good instructions which helps users alot. It has a option for customizable drinks with lot of options . Its payment is not so simple , which makes it a bad user flow.  Al Fresco app has more detailed information which make feel welcomed to user but it has confusing layout. Its nearby restaurants are well displayed in app with instructions for self pick up. It has direct option to choose food on menu. |
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**4. How do competitors position themselves in the market?** (Description)

| CoffeeZone positions itself as a “Cool Space for working”. It is cheap, reliable, and will deliver almost anywhere. Its app is famously simple to use and have a modern informative design.  Maria’s Coffee positions itself as a “Convenient and friendly workspace for everyone”. It has a excellent delivery service. Students and Adults can easily work in that friendly atmosphere.  Starbucks positions itself as a “Third place for customers after home and their workspace”. It is well designed and have consistency. People can have customization option for their drinks as per their likes and dislikes.  Al Fresco’s positions itself as a “A place for families”. It has fast and quick food delivery services. People can directly choose their foods on menu when they opens the app. |
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**5. How do competitors talk about themselves?** (Description)

| CoffeeZone describes itself as a “Cool Space for working”. They emphasize that their app is cheap, reliable, and will deliver almost anywhere . They claim that there app is famously simple to use and have a modern informative design.  Maria’s Coffee describes itself as a “Convenient and friendly workspace for everyone”. They emphasize that their app has a excellent delivery service. Students and Adults can easily work in that friendly atmosphere.  Starbucks positions describes as a “Third place for customers after home and their workspace”. They emphasize that their app is well designed and have consistency. People can have customization option for their drinks as per their likes and dislikes.  Al Fresco’s describes itself as a “A place for families”. They emphasize that their app has fast and quick food delivery services . People can directly choose their foods on menu when they opens the app. |
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**6. Competitors’ strengths** (List)

| CoffeeZone’s strengths include:   * Variable with Delivery or Self pick up service option * Making ordering and paying on their app easy * Offering an elaborate and ornate app design       Maria’s Coffee strengths include:   * Offers good recommendation of drinks for each user * Ensuring strong delivery quality standards * Providing excellent tracking for the orders on their app     Starbucks’ strengths include:   * Offers customizable drinks with lot of options * Providing excellent app accessibility * Available in so many languages   Al Fresco’s strengths include:   * Display nearby restaurants are well displayed with instructions of self pickup * Including design decisions that simplify the restaurant’s large menu for users * Making customers feel welcome |
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**7. Competitors’ weaknesses** (List)

| CoffeeZone’s weaknesses include:   * No features for audio or visual impairments * Tracking process is not reliable   Maria’s Coffee weaknesses include:   * Offers only in french languages , no option is there for English * The map does not perform on real time * Needs reloading to track a process   Starbucks weaknesses include:   * Very limited information in the menu * Need to register directly at store to own a card to use app   Al Fresco’s weaknesses include:   * Have confusing layout * Tracking process is not reliable |
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**8. Gaps** (List)

| **Some gaps we identified include:**   * Competitor products provide a limited amount of accessibility features * Order and delivery process isn’t clear or intuitive * Competitor products don’t offer specifically health-conscious options |
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**9. Opportunities** (List)

| Some opportunities we identified include:   * Create a straightforward process for order, checkout, and delivery tracking * Offer customization options that emphasize healthy ingredients and dietary alternatives * Integrate our app with voice assistive technology |
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