

Understand design ideation

Conduct competitive audits

Brainstorm design ideas by sketching

Week 4 review

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Video: Wrap-up: Ideating design solutions

46 sec
- 📖

Reading: Glossary

10 min
- 👤

Peer-graded Assignment: Weekly Challenge 4: Create a competitive audit and report for your portfolio project

Grading in progress
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Review Your Peers: Weekly Challenge 4: Create a competitive audit and report for your portfolio project

Course review

Peer-graded Assignment: Weekly Challenge 4: Create a competitive audit and report for your portfolio project

Review fellow learners

Congrats on submitting your assignment! You have reviewed enough peers, but you can continue to review peers and provide constructive feedback.

Review assignments

Instructions

My submission

Discussions

Bakery delivery app

Submitted on July 4, 2023

PROMPT

Upload a PDF of your competitive audit comparison spreadsheet.

Before submitting, check that you can answer **yes** to the following questions about your submission:

- Did you identify 3-5 key competitors, along with “direct” and “indirect” designations?
- Did you rate each of the features being compared?

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Competitive Analyiss

Competitive analysis is a valuable tool for businesses to stay ahead of the competition and succeed in the long run. It helps identify competitors' strengths and weaknesses, gaps in the market, and opportunities to differentiate your business. It can also help you improve your products or services, build a stronger brand, and make better business decisions.

Features	Magnolia bakery	85°C Bakery Cafe	Bakings	Portobakery	Bakersdelight
Mobile number login	---	✓	---	---	✓
Reward Pts./Coupons	---	✓	✓	✓	✓
News/Announcements	---	✓	---	---	---
Pickup	✓	✓	---	✓	✓
Delivery	✓	✓	✓	✓	---
High quality images	✓	✓	✓	✓	✓
Images for all items	---	✓	✓	✓	---
Ingredients	✓	✓	---	---	✓
Allergens disclaimer	---	✓	---	---	✓
Calorie count	---	✓	---	---	✓
Vegan	---	---	✓	---	✓
Modern UI	---	---	✓	✓	✓
Various flavor selection	---	---	✓	---	---
Weight selection	---	---	✓	---	---
Guest checkout	---	---	✓	---	✓
Bake at home	---	---	---	✓	---

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PROMPT

Upload a PDF of your competitive audit report.

Before submitting, check that you can answer **yes** to the following questions about your submission:

- Do you have a clear competitive audit goal at the top?
- Did you describe the type and quality of the products competitors have to offer?
- Did you consider how the competitors describe themselves?
- Did you identify how competitors position themselves in the market?
- Did you examine what the competition does well and what they could do better?
- Did you identify gaps and opportunities in the market?

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Start new attempt

Comments

Comments left for the learner are visible only to that learner and the person who left the comment.

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Share your thoughts...

