

Competitive audit📄 Compare the user experience of each competitor's website

General information								UX/UI(rated: needs work, okay, good, or outstanding)									
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions		Interaction				Visual design		Content	
								Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
Carrows Restaurants	Direct	Rosemead, CA	4 types of Breakfast, 7 of Lunch & Dinner, 3 of Desser	\$	www.carrows.com	Small	Families	Kids menu for kids 10 and under Nutritional information with showing the calories for each ingredient in the dish	Good + Welcoming and easy to use + Missing visually appealing imagery - Online ordering.promos, contact us don't working	Good + Key information is present + Website only available in English - Menu can be additionally saved in PDF format - Online ordering feature not working - No feature to "Create account"	Good + Store locator feature + Website features a nutrition calculator + Menu can be additionally saved in PDF format - Online ordering feature not working - No feature to "Create account"	Good + Images of menu items are clear and legible - Website only available in English - Menu isn't compatible with screen reader technologies	Good + Easy to find key info (menu, location, hours) - Seasonal and holiday times are not clear	Outstanding + Easy to navigate + Clear indication of clickable elements	Outstanding + Clear color scheme, font and art direction	Friendly and direct	Outstanding + All key info is present + Focused on info relevant to target audience
	Moffett's Family Restaurant & Chicken Pie Shoppe	Direct	Arcadia, CA	18 types of Sandwiches, 15 Hamburgers 7 of Dinner, 7 of Desser	\$	www.moffettsfamilyrestaurant.com	Small	Families	Large variety in 18 sandwiches and 15 hamburgers	Okay + Key information is present - Hard to navigate and find information - Feels dense and overwhelming in places	Okay + Key information is present - Menu is hard to read - Not fully responsive	Okay + Store locator feature - Users have to download PDF of menu to open - No online order - No feature to "Create account"	Needs work - Website only available in English - Menu isn't compatible with screen reader technologies - No menu images	Needs work + Easy to find key info (menu, location, hours) - No clear heirarchy, difficult to scan quickly	Needs work - Hard to navigate - Some elements seen clickable but are not	Needs work - No brand identity at all - Inconsistent use of imagery, photography and video	Unfriendly
Mimosa House	Direct	Sacramento, CA	50+ types of Breakfast, 20+ of Lunch & Dinner, 50+ of Beverages	\$\$\$	www.mimosahouse.com	medium	Families	A huge range of breakfasts, lunches, including a varied menu for children Huge selection of alcoholic beverages	Outstanding + Website is well-designed and easy to use + Visually appealing	Good + Fully responsive - Menu is hard to read	Good + "Create account" feature + Online ordering feature with pickup/delivery - Users have to download PDF of menu to open	Need work - Absent images of menu items - Website only available in English - Menu isn't compatible with screen reader technologies	Outstanding + Easy to find key info (menu, location, hours) + Info is kept up to date	Outstanding + Easy to navigate + Clear indication of clickable elements	Outstanding + Strong brand identity, including colors, font, style, photography	Serious and direct	Outstanding + All key info is present + Focused on info relevant to target audience
Chez maman east	Indirect	San Francisco, CA	8 types of Appetizers, 7 of Salads, 6 of Burgers, 11 of Entrées, 6 of Crepes	\$\$	www.chezmamanrestos.com	Small	Working adults	Relaxing warm atmosphere in French style based on French cuisine	Outstanding + Clean design + Visually appealing + Easy to navigate and find information	Outstanding + Fully responsive + Key information is present + Menu is easy to read	Good + Online ordering feature + Store locator feature - No feature to "Create account"	Needs work - No menu images - Website only available in English - Menu isn't compatible with screen reader technologies	Outstanding + Easy to find key info (menu, location, hours) + Fun to use	Outstanding + Easy to navigate + Clear indication of clickable element	Outstanding + Visual design communicates company ethos	Friendly and direct	Outstanding + Easy to follow + Short and to the point