

Part 2 - Competitive Audit Report

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1. Competitive audit goal(s)

Compare the user experience of each competitor's website

2. Who are your key competitors? (Description)

Our key competitors are Carrows Restaurants, a Rosement family restaurant, Moffett's Family Restaurant & Chicken Pie Shoppe, that provides Arcadia with delicious, family-friendly meals, Mimosa House, that dedicated to serving their community fresh foods that are hand-crafted daily, Chez maman east, a French restaurant with style based on French cuisine

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

(Description)

Carrows Restaurants has a well-designed website which informs the users about the possibility of ordering breakfast, lunch and dinner, including for kids 10 and under. Website still lacks some of the necessary features and acceptable accessibility.

Moffett's Family Restaurant & Chicken Pie Shoppe proposes unique wide range of sandwiches and hamburgers. Their website a little difficult to understand, because he overloaded with confusing information, does not have a clear hierarchy, it seems that the site was developed most likely by an amateur as a necessary attribute of modern realities.

Mimosa House has huge range of breakfasts, lunches, including a varied menu for children. Website has a strong, emphasizing classic business style with good design and clear brand identity. There is also the ability for the user to create account, but drawback is the lack of sufficient accessibility, since the site is only available in one language and doesn't have any audio and video auxiliary tools.

Chez maman east still largely not a family restaurant, but offers original French cuisine with an appropriate atmosphere. Website also has a solid original style with a French bias, with an excellent animation component, navigation is simple and straightforward, the drawback is the lack of modern necessary features and poor accessibility.



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4. How do competitors position themselves in the market?

(Description)

Carrows Restaurants doesn't have «about us» section on website, does not directly state its mission and it looks strange.

Moffett's Family Restaurand & Chicken Pie Shoppe position itself like a place that offers a relaxed and kid-friendly dining experience.

Mimosa House calls itself a top class establishment from award winning breakfasts to enticing lunch and dinners.

Chez Maman east markets itself as a restaurant adjacent to the bistro concept. They attribute their success to the friendly and relaxed atmosphere, as well as delicious homemade food, mainly for busy working adults.

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

Carrows Restaurants doesn't have «about us» section on website, does not directly state its mission and it looks strange.

Moffett's Family Restaurand & Chicken Pie Shoppe says that they aim to please customers. All dishes are made with tried-and-true recipes that create flavorful, satisfying dishes.

Mimosa House want you not only to feel an extension of hospitality, they want you to feel like part of the family.

Chez Maman east attribute their success to the friendly and casual atmosphere as well as delicious home cooked meals.



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6. Competitors' strengths (List)

Carrows Restaurants strengths include:

- Calculation nutrition information with showing the calories for each ingredient in the dish

Moffett's Family Restaurand & Chicken Pie Shoppe doesn't have strengths

Mimosa House strengths include:

- Huge varied menu for children
- Online ordering feature with pickup/delivery with the ability to create personal account

Chez Maman east strengths include:

- Online ordering feature
- Using its visual design to communicate its company ethos



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7. Competitors' weaknesses (List)

Carrows Restaurants weaknesses include:

- Not expanding its language options
- Not making use of modern phone technology like fingerprint recognition and voice assistants
- Not remembering users preferred orders
- Not offering audio version of its menu
- Not remembering users payment information
- Not working online ordering feature

Moffett's Family Restaurand & Chicken Pie Shoppe weaknesses include:

- Not expanding its language options
- Not making use of modern phone technology like fingerprint recognition and voice assistants
- Not remembering users preferred orders
- Not offering audio version of its menu
- Not using its visual design to communicate its company ethos
- Not remembering users payment information

Mimosa House weaknesses include:

- Not expanding its language options
- Not making use of modern phone technology like fingerprint recognition and voice assistants
- Not offering audio version of its menu

Chez Maman east weaknesses include:

- Not expanding its language options
- Not making use of modern phone technology like fingerprint recognition and voice assistants
- Not remembering users preferred orders
- Not offering audio version of its menu
- Not remembering users payment information



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8. Gaps (List)

Some gaps we identified include:

- All reviewed competitors doesn't offer any rewards or perks for returning users
- Carrows Restaurants, Moffett's Family Restaurant & Chicken Pie Shoppe, Chez Maman east don't remember past orders and user favorites

9. Opportunities (List)

Some opportunities we identified include:

- Provide quick and easy way to reorder past orders
- Provide rewards or perks for returning users
- Implement support chatbot

