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| Competitive audit | Compare the ordering and table reservation experiance of each competitors mobile apps. | | | | | | | |
| | General information | | | | | | | |
| | Competitor type (direct or indirect) | Location(s) | Product offering | Price (\$ - \$\$\$\$) | Website (URL) | Business size (small, medium, large) | Target audience | Unique value proposition |
| Hyatt Restaurants | Direct | Ahmedabad, India & other big cities | Food Delivery / take away and table reservations | \$\$\$ | https://www.hyattrestaurants.com | Large | affluent travellers, business men, corporate houses and other potential premium customers | Highlight section , allergy remaineder |
| Zomato | Indirect | Across India | Food delivery / take away and table reservations | \$ | https://www.zomato.com/ | Large | People who want to order food from different restaurants onlineeasy access to a smartphone | Adding Photo, Loyalty Program, Reserve Table |
| Swiggy | Indirect | Across India | Food delivery / take away and table reservations | \$ | https://www.swiggy.com/ | Large | People who want to order food from different restaurants onlineeasy access to a smartphone | no-restriction order policy and efficient online payment system |

| Competitive audit | | |
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| | First Impressions | |
| | Desktop website experience | App or mobile website experience |
| Hyatt Restaurants | Good + Well Designed and Branding - looks out-dated at some place | Good + Responsive version of Desktop website well designed - Not available dedicated app |
| Zomato | Outstanding + Website is well designed with modern look | Outstanding + Well designed app attractive UI |
| Swiggy | Outstanding + Website is well designed vvvv well and amazing branding | Outstanding + Amazingly designed app attractive and smooth UI |

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|-------------------|--|--|---|--|
| Competitive audit | | | | |
| | UX <i>(rated: needs work, okay, good, or outstanding)</i> | | | |
| | Interaction | | | |
| | Features | Accessibility | User flow | Navigation |
| Hyatt Restaurants | Good + Online Ordering, Table booking, reviews, area of attraction, customer service , Payment options etc. | Good + Option to swith language, -Pictures of dishesh not available in menu,Not accissable by many Screen readers | Good + User flow is easy to find relevent Informations -not so clear hierarchy | Outstanding + Easy to navigate + Clearly showing next CTAs |
| Zomato | Outstanding + Reviews, Onile orders Order History, Favourite orders, Multiplepayment options, Photos, blog posting, order online, dine out Offers, game etc. | Okay + Multi language options - Not accissable by many Screen readers and not available descriptive text for images | Good +Easy to find key info - not easy to find filters | Outstanding +Easy to nevigat with cleary showing CTAs and labelings |
| Swiggiy | Outstanding + add-on service called Genie to pickup and drop ay item, Online ordering, favourites, | Good + Switch access,Talkback in Android / VoiceoOver in iOS - | Good +Easy to find key info - not easy to find filters | Outstanding +Easy to nevigat with easily laernable nevigat and labelings |

| Competitive audit | | | |
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| | Visual design | Content | |
| | Brand identity | Tone | Descriptiveness |
| Hyatt Restaurants | Good + Clear Color scheme and typography HD images - inconsistency at some place | Formal, direct and Appealing & friendly at some place | Good + Clearly and deeply described each information - Too much information provided at some place |
| Zomato | Outstanding + Visually appealing colors and attractive images, well designed typography and icons | Mostly Friendly and Joyful | Outstanding + Short and on the Point + Easy to understand |
| Swiggy | Outstanding + Amazing Branding, Amazing animation and graphics | Exciting & Joyful | Outstanding + Short and on the Point + Easy to understand |