

Competitive audit

Comprehensive audit goals								UK (rated needs work, okay, good, or outstanding)															
General information								First impressions				Interaction				Visual design				Content			
Competitor type (small/medium)	Location(s)	Product offering	Price (range)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience		App or mobile website experience		Features		User flow		Navigation		Brand identity		Tone		Descriptiveness	
								NEEDS WORK • Simple UI • Lacking info to lead	OKAY • Checkout available in all options • No tracking of food	GOOD • Payment available in all options • No features for audio or visual impairments	NEEDS WORK • Only available in English • No features for audio or visual impairments	NEEDS WORK • Difficult to find key info (menus, location) • Navigation works fine	OKAY • Minimal brand identity • App is in simple • Not engaging	GOOD • Easy to find and check the order details • App glitches while changing language	GOOD • Buttons are clearly marked • App glitches while changing language	GOOD • Log present • Menu view of different cuisines	OUTSTANDING • Buttons are clearly marked • App glitches while changing language	OUTSTANDING • Clear brand identity, including colors, font, style, imagery, and photography	OUTSTANDING • Clear brand identity, including colors, font, style, imagery, and photography	OUTSTANDING • Descriptive details in some food options			
Snack n' Chill	Direct	Bargains	Light snacks	200 for 1	www.snacknchill.co.uk	small	Movie Goers	Provide snacks for the movie goers															
ICH Homfood	Indirect	Hyderabad	Starters + main course	100 for 1	www.ichhomfood.com	large	Everyone	Affordable	NEEDS WORK • Not working • App glitches sometimes	OKAY • Makes customer feel welcome • No reviews included	GOOD • Menus available with food pics • No reviews included	GOOD • Available in 5 different regional languages • No reviews included	GOOD • Easy to find and check the order details • App glitches while changing language	GOOD • Buttons are clearly marked • App glitches while changing language	GOOD • Log present • Menu view of different cuisines	OUTSTANDING • Buttons are clearly marked • App glitches while changing language	OUTSTANDING • Clear brand identity, including colors, font, style, imagery, and photography	OUTSTANDING • Clear brand identity, including colors, font, style, imagery, and photography	OUTSTANDING • Descriptive details in some food options				
Gregg's Kitchen	Indirect	Bargains	Starters + main course	300 for 1	www.greggs.co.uk	medium	Everyone	Presence of different cuisines	GOOD • Easy to navigate, Simple and easy to eyes UI • Modern features included	OUTSTANDING • Available for desktop, Simple and easy to eyes UI • Modern features included	GOOD • Available for desktop, Simple and easy to eyes UI • Modern features included	GOOD • Available in 5 regional and 3 international languages • Menu, doesn't have pics	OUTSTANDING • Easy to find and check the order details • App glitches while changing language	OUTSTANDING • Buttons are clearly marked • App glitches while changing language	GOOD • Log present • Menu view of different cuisines	OUTSTANDING • Buttons are clearly marked • App glitches while changing language	OUTSTANDING • Clear brand identity, including colors, font, style, imagery, and photography	OUTSTANDING • Clear brand identity, including colors, font, style, imagery, and photography	OUTSTANDING • Descriptive details in some food options				
Overlandz	Indirect	Bargains	Pizzas + Pastas + Liqueurs	250 for 1	www.overlandz.co.uk	medium	Everyone	Best Italian food with affordable prices	OUTSTANDING • Modern features included • User satisfaction included	OUTSTANDING • Easy web to visit and checkout options • Modern features included	GOOD • List of options in Pizzas, Pastas and Liqueurs • Unavailable tracking of food delivery	OUTSTANDING • Available in 5 regional and 3 international languages • Voice assistance and menu contains pics of food	OUTSTANDING • Very easy to switch of something • App glitches while changing language	OUTSTANDING • Buttons are clearly marked • App glitches while changing language	GOOD • Log present • Menu view of different cuisines	OUTSTANDING • Buttons are clearly marked • App glitches while changing language	OUTSTANDING • Clear brand identity, including colors, font, style, imagery, and photography	OUTSTANDING • Clear brand identity, including colors, font, style, imagery, and photography	GOOD • Very descriptive • Unnecessary details in some food options				