Competitive audit 1																	
inpetitive addit i	Compare the d	gital offerings of popular	fast food chains and how transparent they are with their nu	tritional v	values.							104					
		General information							(interference in the contract of the contract								
										First impressions	Interaction				Visual design Content		
	Competitor type (direct or indirect)	Location(s)		Price 5 - SSSS)		Business size (small, medium, large		Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
way	Direct	Worldwide	Customizable sub-sandwiches	ss	https://www.subwiny.co.jp/index. html	Large	Healthy Fast Food seeker (especially sandwiches)	Provides a healthier fast food alternative with a focus on customizability	Needs Work - Clean, easy to Navigate interface. - Natritional Information neathy displayed for all items. - Clear load by the Clear Clear Clear Clear - Clear Load Clear - Clear Clear Clear - Clear Clear - C	Needs Work - A fairly good digital interpretation of subway's signature customization experience. - Both Dalvery and Picsup options available. - APP NOT ANNA BASE IN SUPPLY.	Needs Work - Browaiste Menu In depth nutritional information for every product Store Location Store Location Store Location No option to order customized sandwiches online No option to order customized sandwiches online.	Needs Work - Certain tests on Japanese Subway website are in the form of images making them inaccessible to screen readers. - No option to switch languages making Japanese a requirement to utilize the website.	information.	Good + Standard, easy to understand navigation.	Godd - Uniform brand identify throught out the website with considerer colors and imagery. - Uniform brand goard is in same for it and color as lifes making it have to distinguish what is clickable and what lant.	To the point, typical fast food adevrtising, informative.	Good + All key information about products is pre
уо	Indisect	Japan	Gyadon (Beef stew) as well as certain healthy japanese meals.	35	tatics Oceans as bina, parriemats subyar	Medium	Healthy Fast Food seeker	Provides healthy japanese dishes cheeply and in fast food style.	Clay Clays, say to Navigate interface. **Natificate information provided not be jugareses eventile. **Natificate information provided not be jugareses eventile. **Natificate information provided not be 3 languages. **No softional information provided for their products on the english and othereis website.	Nach Wes. - Consistently a great way to facilistic continents for ordering and paying from their stable instead of walding in a line at the casher. - Cody is Agreed to the Cody of the	Good Simonated More on both website and ago, Simonated More on both website and ago, Albity to some ferrorise in the ago, Albity to some ferrorise in the ago, Albity to some ferrorise and more some data in a Salayo store in the ago, Albity to replace and memage "Salayons" in the ago, Albity to schedular inseasy in the ago,	Needs Work Ability to view vectories in 3 languages. Ability to view vectories in 3 languages. The models ago. The models ago.	wesites.	navigation. - Screen transitions in the mobile app are clurky. - Features suddenly opening the website in a modal breaks the flow of the navigation.	Oby - "Officers have id serilly through out the website with considered colors and imagery. - "The mobile age has very crossided and coddeded visual style which makes the entire age final purgensaling to use.	Clear, typical japanese flastfood.	Good *Japanese website has indepth information about their products and other service. *Engith ind Chrises websites have bare instrum required information. *Mobile appear this website to display much of the information.
ninoya	Indirect	Eisst Asia, South Eisst Asia, Uf	Cyudon (Beef stew) as well as certain healthy japanese meals.	ss	https://www.yoshinoya.com/	Medium	Healthy Fast Food seeker	Provides healthy jupenese dishes cheaply and in fault food style.	Oced or up to Thinligh I I I I I I I I I I I I I I I I I I I	Nacia Wed. - Case of anni fairly good neulgation. - No facility to order certire for delivery (balancesy residable).	Cools State State State on both vestals and app. Solit State Sta	Needs Work - Tright sparse on the website has a bone contain has a till English. - English sparse protein existent and rest of the website as well as the appuare is japanese only.	Good - Easy access to menu on both app and all westles. - Some locator with a map makes locating - Some locator with a map makes locating - For features like crisine delivery that require - For features like crisine delivery that require see of a different app, clear instructions are present on the website. - Within the mobile app the nutritional information of the products is present within separate ports.	- Certain features redirect to a new tab which	Good Considerating out and visual right. Considerating out and visual right. Considerating out and visual right. Considerating position and coupons feel like they card fit in with the rest of the asplied the website and application.	Clear, typical japanese flastfood.	Good - Wilduis is very informative with comisderation taken to provide instruction fi- leatures that require the use of third party - Indepth rutritional information is provided - Indepth rutritional information is provided - The mobile app is a bit bare bones when compared to the website.
petitive audit 2																	
	Compare healt	apps to see how the han	die tracking nutrition, calories and fitness goals.														
		General information							ux								
		metitive time. Location(s) Product offering Prine Website Rusiness size								First impressions		Interaction			Visual design		Content
	Competitor type (direct or indirect)	Location(s)	Product orreing	Frice 5 - SSSS)	Website (URL)	Business size (small, medium, large	[e] Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
エットが様く!	Indirect	Jipan	A calonia calculator and weight tracker		https://mediano-ltd.co. jp/mogutan/	Small	Kawaii style loving fitness enthusiasts	Makes counting calories and tracking weight appealing with its unique style and its mascot	Needs Work No well functionality (mobile cety)	Oood A very splaned and beely user interface with quirty seinnations. - A very splaned and their our resulf in times when "deal to interact with" becomes uncless. - Only in Jaganesis.	Good A cuts, visually appealing caloris calculator. A naret's daily visually appealing caloris calculator. A naret's daily visually appealing to suffix for the mascot. Chryla upport a find database of foot in the resolution of the recommended masks to fit personalized fitness goals Locks of features other than caloris counting and weight bucking. (Which is fine given that its a focused app)	 No option to switch languages making Japanese a requirement to utilize the app. 	weight graphs	to follow and well communicated. - Smooth animations between screens making	Obstanding - Strong, consisted visual riph (color, form, imagery) with maccet appearing on all screen making every part of the app field uniform.	Extremely cute and quirky.	Outstanding • Information is provided in a visual manner which is appealing.
itness Pal	Indirect	Worldwide	A calorie calculator and weight tracker	Free (\$\$ for premium version)	https://www.myfitnesspal. com/apps	Large	Fitness Enthusiasts	Provides a social media like platform to track your fitness journey	Outstanding - Wery feature of hywebile Fairly goods Fairly goods Can be overwhelming for users thus just want a simple calorie calculator for their current meat.	Ocata studies Calcast II with fairly good renigitation. - Readow stid middle age; - Readow stid middle age; - Can be overwhelming for users the just yeard a simple culture calculator for their current med.	Costsanding - An in depth cluster calculator with a rich database of food items from various region - Social model features like infinish and messaging. - Social model features like infinish and messaging. - Ability to see promisionalised finess ago. - Other features to sid finess journey like "Bocjoo Discovery", and "Workout Routines" - Certain useful features require purchase of premium.	+ Support 15 languages on the website. No option to switch languages on the mobile app.	Good Cloud user flows for all the features. Certain userflows can be langthy. Too many features can make the overall useflow of the app feet overalleting for users looking for a one focused experience.	Good «Familiar social media app-esque navigation.	Good Considert use of band crisis. Characteristics of band crisis. The band uses a feature of blav which makes it too similar to other social media apps he Facebook. Twitter and bised making the U of the up feel generic.	Typical social media app, a bit generic.	Good • All required information exists within the a • It can be hard to keep track or locate information due to the scope of the app.