

Competitive audit 1

Compare the digital offerings of popular fast food chains and how transparent they are with their nutritional values.

General information								UX (what needs work, easy going or outstanding)																	
Competitor type (store or online)	Location(s)	Product offering	Price (USD)	Website (URL)	Business size (small/medium/large)	Target audience	Unique value proposition	Desktop website experience		App or mobile website experience		Interaction		Accessibility		User flow		Navigation		Brand identity		Visual design		Tone	Content
Subway	Direct	Worldwide	\$5	https://www.subway.com/gd/en/food.html	Large	Healthy Fast Food eaters (especially sandwiches)	Provides a healthier fast food alternative with a focus on customizability	Needs Work <ul style="list-style-type: none">• Clean, easy to navigate interface.• Functional information mostly displayed for all items.• Clear branding.• No option to change the language from Japanese to anything else.• One option to toggle website online is through i-Late.	Needs Work <ul style="list-style-type: none">• A fairly good digital interpretation of Subway's signature customization experience.• Both Delivery and Pickup options available.• APP NOT Available in the US.	Features <ul style="list-style-type: none">• Browsable menu.• In-depth information for every product.• Store Locator.• No option to calculate total calories of multiple products.• No option to order customized sandwiches online.	Needs Work <ul style="list-style-type: none">• Certain texts on Japanese Subway website are in the form of images making them inaccessible to screen readers.• Store Locator.• No option to switch languages making Japanese a requirement to utilize the website.	Needs Work <ul style="list-style-type: none">• Easy to access menu and look-up nutritional information.• Requires to switch to i-Late to order online.	Good <ul style="list-style-type: none">• Standard, easy to understand navigation.	Good <ul style="list-style-type: none">• Uniform brand identity throughout the website with consistent colors and imagery.• At times Heading text is in same font and color as link making it hard to distinguish what is clickable and what isn't.	To the point, typical fast food advertising information.	Good <ul style="list-style-type: none">• A lot of information about products is present.									
								Okay <ul style="list-style-type: none">• Clean, easy to navigate interface.• Conceptually a great way to facilitate customers for ordering and paying from their table instead of waiting in a line at the cashier.• Clear branding.• Functional information provided on the Japanese website.• Easy language selection with link support for 3 languages.• Not and visually appealing presentation• No option for online delivery.• No national information provided for their products on the english and chinese website.	Needs Work <ul style="list-style-type: none">• Conceptually a great way to facilitate customers for ordering and paying from their table instead of waiting in a line at the cashier.• Only in Japanese.• Many features open the Japanese website within the app.• No facility to order online for delivery (Subway website available).• No national information provided for their products on the english and chinese website.	Good <ul style="list-style-type: none">• Browsable menu on both website and app.• Store Locator.• Ability to save favorites in the app.• Easy language selection with link support for 3 languages.• Ability to order and pay from your table in a Subway store in the app.• Ability to register and manage "Subway" in the app.• Ability to toggle between the app.• No national information about food on the english and chinese website.• No nutrition calculator.• No way to order delivery.	Good <ul style="list-style-type: none">• Ability to view the website in 3 languages.• All 3 language websites have link support making Japanese a requirement to utilize the mobile app.• Store Locator.• Easy access to menu on both app and in website.• Screen transitions in the mobile app are clear.• Features suitably opening the website in a mobile breaks the flow of the navigation.	Okay <ul style="list-style-type: none">• Easy access to menu on both app and in website.• Store Locator.• Screen transitions in the mobile app are clear.• Features suitably opening the website in a mobile breaks the flow of the navigation.	Okay <ul style="list-style-type: none">• Uniform brand identity throughout the website with consistent colors and imagery.• All 3 language websites have link support making Japanese a requirement to utilize the mobile app.• The mobile app has very crowded and outdated visual style which makes the entire app feel unappealing to use.• Mobile app opens the website to display much of the information.	Clear, typical Japanese fastfood.	Good <ul style="list-style-type: none">• Japanese website has in-depth information about their products and other services.• English and Chinese websites have more minimum required information.• Mobile app opens the website to display much of the information.										
Subyo	Indirect	Japan		https://www.subyo.co.jp/en/food.html	Medium	Healthy Fast Food eaters	Provides healthy Japanese (dishes cheaply) and fast food style	Good <ul style="list-style-type: none">• Clean, easy to navigate interface.• Clear branding.• Separate website for american and Japanese business efforts as both have different end users.• Functional information provided on the Japanese website as well as american website.• Not and visually appealing presentation of all products available.• Only option to order delivery online is through i-Late and Damae.com.• Selecting english language only translates a small part of the Japanese website.	Needs Work <ul style="list-style-type: none">• Clean but isn't fairly good navigation.• Only in Japanese.• No facility to order online for delivery (Subway website available).	Good <ul style="list-style-type: none">• Browsable menu on both website and app.• Store Locator.• Ability to save favorites in the app.• Easy language selection with link support for 3 languages.• Ability to order and pay from your table in a Subway store in the app.• Ability to register and manage "Subway" in the app.• Ability to toggle between the app.• No national information about food on the english and chinese website.• No nutrition calculator.• No way to order delivery.	Needs Work <ul style="list-style-type: none">• English option on the website that shows certain text in English.• No other language options available and rest of the website as well as the app is in Japanese only.	Good <ul style="list-style-type: none">• Easy access to menu on both app and in website.• Store Locator.• Screen transitions in the mobile app are clear.• Features suitably opening the website in a mobile breaks the flow of the navigation.	Good <ul style="list-style-type: none">• Easy access to menu on both app and in website.• Store Locator.• Screen transitions in the mobile app are clear.• Features suitably opening the website in a mobile breaks the flow of the navigation.	Good <ul style="list-style-type: none">• Consistent layout and visual style.• Clear, easy to follow navigation in both app and website.• Screen screen transitions in the mobile.• Certain features reflect a new web which can be jarring.	Clear, typical Japanese fastfood.	Good <ul style="list-style-type: none">• Very informative with consideration taken to provide instruction for features that require the use of third party.• In-depth nutritional information is provided.• The mobile app is a little better boxes when compared to the website.									
Yoshinoya	Indirect	East Asia, South East Asia, US	\$5	https://www.yoshinoya.com/	Medium	Healthy Fast Food eaters	Provides healthy Japanese (dishes cheaply) and fast food style																		