

Competitive audit	Goal: Compare the user experience of the menu & payment system of each competitors app/we				
	General information				
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)
UberEats	Direct	San Francisco, CA	Variety food choices	\$\$	https://www.ubereats.com/
DoorDash	Direct	San Francisco, CA	Variety food choices	\$	https://www.doordash.com/
Yelp	indirect	San Francisco, CA	Variety food choices	\$-\$\$	https://www.yelp.com/

Competitive audit website

	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience
UberEats	Large	Local millennials	Cater to local-suburban area with quick food delivery	Good <ul style="list-style-type: none"> + Visually appealing + Good img placement - Can be complicated to look at sometimes
DoorDash	Large	Local millennials/ College students	Offer convenient way to order food for first time users	Good <ul style="list-style-type: none"> + Good visual hierarchy + Well organized - Design layout is tedious - Constantly have to scroll to find restaurant
Yelp	Large	College students	Can leave online reviews for anything from food to home service plus etc...and order via third party	Needs work <ul style="list-style-type: none"> + Good choice of hierarchy - Design is outdated - Boring, not appealing and complicated

Competitive audit

	Perceptions	Features
	App or mobile website experience	Features
UberEats	Good <ul style="list-style-type: none"> + Visually nice to look at + Well organized despite all the information + Nice UI transition from delivery to pickup - Overwhelming sometimes when searching 	Outstanding <ul style="list-style-type: none"> + Online menu & reviews + Pickup & delivery option + Personal account + Map intergration
DoorDash	Outstanding <ul style="list-style-type: none"> + Well organized UI placement + Unique selection choices + Food focused - Checkout has extra steps 	Outstanding <ul style="list-style-type: none"> + Online menu & reviews + Pickup & delivery opetion + Personal account + Map intergration
Yelp	Okay <ul style="list-style-type: none"> + Nice visual design + Well organized and hierarchy - Mostly review focused - Ordering is done by third party 	Needs work <ul style="list-style-type: none"> + Online Menu + Reviews - Third party ordering system

Competitive audit

	UX <i>(rated: needs work, okay, good, or outstanding)</i>	
	Interaction	
	Accessibility	User flow
UberEats	Okay + In app menu + Menu has image - Language support only through device	Good + Easy to find items (search, filter, account) - Complicated when scanning quickly
DoorDash	Okay + In app menu + Menu has image - Language support only through browser not in mobile app	Outstanding + Easy to find items (search, filter, account) + Super good when you have to find something quick
Yelp	Okay + In app menu + Menu has image - Language support only through device	Needs work + Simple to work with - Ordering is complicated and has many steps

Competitive audit

		Visual design
	Navigation	Brand identity
UberEats	Good + Easy to navigate to most places - Finding cart can be hard	Outstanding + Clear color theme, font choice and style + Good use of photography
DoorDash	Good + Easy to navigate to most places - Finding cart can be hard	Outstanding + Clear color theme, font choice and style + Good use of photography
Yelp	Good + Easy to navigate to most places - Finding cart can be hard	Good + Color theme is visible + Font choice makes sense - Photography is mostly done by users

Competitive audit		
	Content	
	Tone	Descriptiveness
UberEats	Fun and indirect	Good + Important info is present - Some info missing
DoorDash	Friendly and indirect	Outstanding + All the right info is present + Easy to read
Yelp	Neutral and direct indirect in some places	Okay + Some info is present - Can get too dectiptive sometimes - Unnecessary info on preview