

## 1. Competitive audit goal(s)

Compare the experience of using food menu of each competitor's app

## 2. Who are your key competitors? (Description)

Key competitors are “Bohemia Hall and Beer Garden” and Hofbräuhaus. Both of them are traditional beer-gardens and they are direct competitors  
Our key indirect competitors are The Connaught, which is a restaurant and bar with alcohol cocktails, and The Clumsies, which is also a bar with unusual cocktails

## 3. What are the type and quality of competitors' products? (Description)

Hofbräuhaus has a well-designed and informative website with clear navigation, high-quality images, and accurate information. By the way, it doesn't have enough assistive technology and also it's hard to find the menu.

Bohemia Hall and Beer Garden's website has user-friendly navigation, visually appealing layout, accurate information, and responsive design that adapts well to different devices, but they have problems with accessibility like only English is available and no screen reader.

The Connaught's website strives to reflect its high standards in terms of design, functionality, and user experience; it provides a screen reader and there are available 6 languages, but it doesn't have a reservation for a bar and also it is too descriptive.

The Clumsies's website has a black-white design with clear navigation and accurate information, but they don't have enough features for audio impairment.

## 4. How do competitors position themselves in the market? (Description)

Hofbräuhaus positions itself as a place that has an "Authentic Bavarian atmosphere". It has a variety of traditional beer at an affordable price.

Bohemia Hall and Beer Garden positions itself as a traditional beer-garden with live entertainment.

The Connaught Bar positions itself as a sophisticated and innovative cocktail destination within The Connaught hotel. It strives to provide a unique and memorable experience for cocktail enthusiasts.



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The Clumsies positions itself as a unique and innovative cocktail bar that offers a playful and creative drinking experience.

### 5. How do competitors talk about themselves? (Description)

Hofbräuhaus describes itself as a traditional Bavarian beer hall and restaurant, it is lively, festive, and authentic.

Bohemia Hall and Beer Garden describe itself as a unique and vibrant venue for social gatherings, events, and enjoying a wide selection of beers. It is relaxed, casual, and inviting.

The Connaught Bar describes itself as a sophisticated and iconic cocktail destination. It is elegant, refined, and luxurious.

The Clumsies describes itself as a vibrant and innovative cocktail bar that offers a unique and unconventional drinking experience. It is vibrant, creative, and playful.

### 6. Competitors' strengths (List)

Hofbräuhaus' strength include:

- 1) Offering Easy navigation menu
- 2) Offering Strong brand identity
- 3) Offering Table reservation

Bohemia Hall and Beer Garden's strength include:

- 1) Offering Simple payment processes
- 2) Offering Delivery and reservations
- 3) Making customer feel welcome

The Connaught Bar's strength include:

- 1) Offering Features for audio and visual impairments
- 2) Offering Detailed description of all options
- 3) Offering Amazing pictures, beautiful color scheme, motion and style

The Clumsies' strength include:

- 1) Offering Easy to find menu and other key information
- 2) Offering Easy navigation menu

### 7. Competitors' weaknesses (List)



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Hofbräuhaus' weaknesses include:

- 1) Offering screen reader
- 2) Offering all useful buttons

Bohemia Hall and Beer Garden's weaknesses include:

- 1) Offering the app in languages other than English
- 2) Offering audio features in the app

The Connaught Bar's weaknesses include:

- 1) Offering reservations for bar
- 2) Offering simple navigation

The Clumsies' weaknesses include:

- 1) Offering online reservation
- 2) Offering audio features in the app

### 8. Gaps (List)

Some gaps we identified include:

- 1) Competitor products provide a limited amount of accessibility features
- 2) Competitor products don't offer rewards for regular visitors

### 9. Opportunities (List)

Some opportunities we identified include:

- 1) Integrate our app with voice assistive technology
- 2) Offer simple navigation with strong brand identity
- 3) Offer rewards for regular customers

