

Competitive audit

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

	General information						UX (linked internally with the goal of customer delight)											
	Competitor type (and price)	Location(s)	Product offering	Price (€ / \$)	Website (URL)	Business size (and website size)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	Interaction	User flow	Navigability	Brand identity	Tone	Content
Hofbräuhaus	Direct	Munich	Beer with snacks	€1	https://www.hofbrauhaus.de/en/food-and-beer	Large	Beer enthusiasts and culture lovers	"Authentic Bavarian atmosphere"	Outstanding → Easy to navigate → Quick loading → Nice design	Outstanding → Easy to navigate → Easy to use → Easy to find items and types of beer	Okay → List of specialties → Easy to use → Easy to find items and types of beer	Okay → Features in 3 languages → No homepage	Okay → Easy to use → Easy to find items and types of beer	Okay → Easy to use → Easy to find items and types of beer	Good → Easy to use → Easy to find items and types of beer	Good → Easy to use → Easy to find items and types of beer	Early, historic, and authentic	Good → Easy to use → Easy to find items and types of beer
Reisen und Bier Garden	Direct	New York	Beer with snacks	€1	https://reisenundbier.com/	Medium	Beer enthusiasts and event goers	"Live action beer garden"	Good → Easy to use → Only available in English	Good → Easy to use → Only available in English	Outstanding → Easy to use → Easy to find items and types of beer	Outstanding → Easy to use → Easy to find items and types of beer	Outstanding → Easy to use → Easy to find items and types of beer	Outstanding → Easy to use → Easy to find items and types of beer	Outstanding → Easy to use → Easy to find items and types of beer	Good → Easy to use → Easy to find items and types of beer	Modern, casual, and witty	Outstanding → Easy to use → Easy to find items and types of beer
The connekt	Indirect	London	Alcohol (cider)	£11	https://www.theconnekt.co.uk/	Medium	Cider enthusiasts and event goers	"Award-winning cidering"	Outstanding → Easy to use → Only available in English	Outstanding → Easy to use → Only available in English	Outstanding → Easy to use → Easy to find items and types of beer	Outstanding → Easy to use → Easy to find items and types of beer	Outstanding → Easy to use → Easy to find items and types of beer	Outstanding → Easy to use → Easy to find items and types of beer	Outstanding → Easy to use → Easy to find items and types of beer	Good → Easy to use → Easy to find items and types of beer	Modern, casual, and witty	Outstanding → Easy to use → Easy to find items and types of beer
The dunsin	Indirect	Edinburgh	Alcohol (cider)	£11	https://www.thedunsin.co.uk/	Small	Cider enthusiasts and event goers	"Award-winning cidering"	Good → Easy to use → Only available in English	Good → Easy to use → Only available in English	Good → Easy to use → Easy to find items and types of beer	Good → Easy to use → Easy to find items and types of beer	Good → Easy to use → Easy to find items and types of beer	Good → Easy to use → Easy to find items and types of beer	Good → Easy to use → Easy to find items and types of beer	Good → Easy to use → Easy to find items and types of beer	Modern, casual, and witty	Good → Easy to use → Easy to find items and types of beer