Competitive audit

Competitive audit	GGC Compare the experience of using food menu of each competitor's app																
	General Information								Sind: To interest the state of							ofeet	
	Competitor type (dest or indust)	Location(s)	Product offering	Price (5 - 8000)	Website (JK)	Business size (mail, resion, legs)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	Dier flow	Navigation	Brandidentity	No.	Descriptiveness
Hoforkeau	Direct	Marich	Beer with stacks	11	https://www.hofbraeuhaus. delenhofbraeuhaus.html		Beer enthusiasts and culture lovers	"Authentic Revenies atmosphere"	Outsafeding - Visually appealing - Easy to navigate	Outstanding + Visually appealing + Easy to navigate	Okay A lot of usefulfeatures Sable reservation North String menu and types of beer	Chay • Australia in 3 languages • No screenneader	Citary • Easy to book a table • Difficult to find menu	Good - Easy-navigation - Too muchunnecessary buttons	 Strong brand identity including colors, forts, style, and imagery 	tuely fective, and authentic	Chay • All way info is present - Unnecessary cirtails
Sohemia Half and Seer Garden	Direct	New York	Beer with stacks	11	https://bohemianhall.com/		Beer enthusiasts and event-goers	"Live-entertainment"	- Only available in English	Good • Early to use - Cirty available in English	Include delivery Include menu in pdf	Needs work - No features for audio impainments - Only available in English	Outstanding • Easy to find all necessary information • Include delivery and reservations • Fayment processes are simple	Clear indication of cliciable elements.	Strong brand identity	retured, casual, and inviting.	Outstanding - Short and to the point - All key into is present
The corranged	Undirect	Landan	Alcohol cocktails	1111	https://www.the-connaught.co. uk/restauranto-barutoonaught- bari	Medium	Cocktail connoisseurs who have high income	"Award winning missings"		Outsetanding - Connect information available in 5 language - Altractive photos and animations	Outstanding - Different type of reservations include resemble on or soon restaurant, spa - Detailed description of all options	Outstanding - Include main information in a binguages - Features for audio and visual impairments	Good • Include reservations of restaurants • No reservations for bar	Chay • Easy to switch language • Not simple navigation	Amazing pictures beautiful color scheme, motion and cityle	elegant, refined, and luxurious.	Chay • Focused on info relevant to target audience • Woody • Unnecessary details
The sturnies	Undirect	Athens	Alcohol cocktails	111	NSpc November Lancier of	Snat	Cocktail enthusiasts and trendy locals	"Creative cookside"	Good • Easy to ravigate • Limited number of features	Good • Easy to navigate - Circled number of features	Good • Easy to find menu and other main information • Not so many features and description	Chay • Include 2 languages • No features for audio impairment	Good • Easy to find all key information • Reservations only by phone	Good - All buttons are clicitable - The most important buttons in one page	Needs work - Site is simple - City uses two cotars	vibrant, creative, and playful	Good • Short and to the point