Competitive audit

Goal: Compare the user experience of each competitor's website

| | General information | | | | | | | | UX (rated: needs work, okay, good, or outstanding) | | | | | | | | |
| | | | | | | | | | First impressions | | Interaction | | | | Visual design | Content | |
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Pathao	Direct	Dhaka, Bangladesh	Various types of food	$$	https://pathao.com/food/	Large	Local people + Late night workers	Late night delivery service	Okay + Welcoming and easy to use - Not fully responsive - Some features don't work as intended	Outstanding + App is well-designed and easy to use + Smooth ordering process + Fully responsive	Outstanding + "Create account" feature + Store locator feature + Online ordering feature with pickup/delivery options	Outstanding + Website available in two languages + Images of menu items are clear and legible + Menu is compatible with screen reader	Good + Fun to use + Straightforward user flow - Home page is too busy	Outstanding + Very easy to navigate + Familiar way to navigate (e.g., swipe) + Easy to switch locations and languages	Outstanding + Strong brand identity, including colors, font, style - Drawbacks	Engaging, concise, friendly and informative	Outstanding + Easy to follow + Focused on info relevant to target audience
FoodPanda	Direct	Dhaka, Bangladesh	Various types of food	$$$	https://www.foodpanda.com.bd	Large	Local people	Regular promo code coupones	Okay + Fully responsive - Feels dense and overwhelming in places - Limited features available in desktop version	Outstanding + Design is clean and easy to use + Key information is present + Smooth ordering process + App can be downloaded to collect points	Outstanding + "Create account" feature + Store locator feature + Offers premium features for returning users	Good + Website available in two languages + Menu is compatible with screen reader technologies - Proper images not included in menu	Needs work - Difficult to find key info (menu, location, hours) due to animation load time - Home page is too busy	Needs work + Easy to switch locations and languages - Difficult to navigate due to big animation size - Unfamiliar way to navigate	Good + Clear color scheme, font, and art direction - Inconsistent use of imagery and photography	Serious and direct Friendly in some places	Okay + All key info is present - Too brief at times - Unnecessary details
HungryNaki	Direct	Dhaka, Bangladesh	Various types of food	$$	https://hungrynaki.com	Small	Young students	Regular discount offers	Outstanding + Modern minimalist design + Elegant design with strong branding + Visually appealing imagery + Login feature	Good + Modern minimalist design - Interaction was not as smooth on mobile	Good + "Create account" feature + Store locator feature - No loyalty rewards program	Okay + Images of menu items are clear and legible - Website only available in English - Menu isn't compatible with screen reader technologies	Outstanding + Easy to find the menu + Easy and useful order and payment processes	Good + Clear indication of clickable elements - Unfamiliar way to navigate	Outstanding + Clear color scheme, font, and art direction	Friendly and indirect	Outstanding + All key info is present
Shohoz	Indirect	Dhaka, Bangladesh	Various types of food	$$$	https://www.shohoz.com/food	Large	Working adults	Extra services beside food delivery	Good + Website is well-designed and easy to use - Limited features available in desktop version	Good + Design is clean and easy to use - Some features don't work as intended - Menu is hard to read	Okay + "Create account" feature - Checkout process requires user to input payment info twice	Needs work - Website only available in English - Menu is included as an image and is hard to read - Menu isn't compatible with screen reader technologies	Needs work + Easy to find key info (menu, location, hours) + Easy and useful order and payment processes + Straightforward user flow	Good + Easy basic navigation + Clear indication of clickable elements	Outstanding + Strong brand identity, including colors, font, style	Serious and direct	Outstanding + Short and to the point