

Competitive audit	Competitive audit goal: To identify the strengths and weaknesses of competing food delivery apps in order to desi					
	General information					
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)
Grab food	Direct	Vietnam, ASEAN countries	Food delivery, grocery delivery, and ride-hailing	\$\$	https://grab.com/vn/food/	Large
Beamin	Direct	Vietnam	Food delivery, grocery delivery, and ride-hailing	\$\$	https://baemin.vn/	Large
Loship	Direct	Vietnam	Food delivery, goods del	\$\$	https://loship.vn/	Medium

Competitive audit	Design a successful food delivery app for our bakery.		
			First imp
	Target audience	Unique value proposition	Desktop website experience
Grab food	Urban consumers, shop owners	Large network of restaurants and delivery partners. It offers a wide range of features, including cashless payments, real-time tracking, and customer support.	N/A
Beamin	Urban consumers, shop owners	Fast delivery times; Wide range of restaurants; Promotions and discounts	N/A
Loship	Urban consumers, shop owners	Fast delivery times; Vietnamese startup	N/A

Competitive audit		
	Expressions	
	App or mobile website experience	Features
Grab food	GOOD + Wide range of features, Competitive prices, Convenient and easy to use, Good customer service - High commission rates for restaurants. Sometimes long delivery times. Not available in rural areas.	OUTSTANDING + Wide range of features; Regular update; - High commission rate
Beamin	GOOD + User-friendly interface; Wide range of restaurants; Plenty of promotions and discounts; - Search bar is not helpful	GOOD + User friendly interface; Wide range of features; - Some features are not available in all areas; Buggy app
Loship	OKAY + Fast delivery; Wide range of delivery services - Not available in some locations	OKAY + Wide range of services - Buggy app

Competitive audit		
	UX <i>(rated: needs work, okay, good, or outstanding)</i>	
	Interaction	
	Accessibility	User flow
Grab food	GOOD + Large font; Voice support - No support for disables; Difficult to use in low-light conditions	GOOD + Clear and Consistent; Call center; - No guide for new user; Help function doesn't helpful.
Beamin	GOOD + Voice support; Large font - Slow customer support; White text;	GOOD + Clear and concise; Efficient - Some features are hard to find
Loship	OKAY + Easy to use - No voice support	GOOD + Clear and concise - Help function

Competitive audit		
		Visual design
	Navigation	Brand identity
Grab food	OKAY + Clear design. Search bar is OK. - No breadcrumbs in the navigation	GOOD + Easy to recognise - Logo
Beamin	GOOD + Easy to navigate - No breadcrumbs	OKAY + Strong visual recognition - Hard to pronounce
Loship	GOOD + Easy to navigate - Search bar	OKAY + Good design - Sound like Lo (worries)

Competitive audit		
	Content	
	Tone	Descriptiveness
Grab food	Common language	GOOD + Clear and concise descriptions; Use of images and videos - There have been some reports of inaccurate descriptions on GrabFood.
Beamin	Common language	GOOD + Clear and concise description - Some description are too long
Loship	Common language	GOOD + Clear and concise - Spelling