Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

Goal: Comparing the purchasing experience of each competitor's app on mobile and desktop as a new user

2. Who are your key competitors? (Description)

Our key competitors are **Zomato** , a popular food delivery app that has good market share,and **swiggy** that delivers food and groceries with good market share and **Licious** the brand that offers ready to cook freshly packed non veg to its customers

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

Zomato and Swiggy has a well-designed app that communicates that it's a tradition-based chain that specializes in all types of foods and pays close attention to detail. The app has excellent payment features, which remember users' payment info, and is accessible to English speakers in written form. However, it focuses on basic functionality and is somewhat limited in features.

The Licious app is also well-designed, but communicates a more modern, minimalist feel. The design looks impressive, but doesn't always host an **intuitive** user experience.No audio feature for **visually-impaired users**.

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

Swiggy And Zomato positions themselves as hunger saviors delivering quality and healthy food at affordable prices.Swiggy Launched In App Feature That Aims At Delivering Groceries For Daily Needs.

Licious Aims To Attract Non Veg Lovers By Offering High Quality Freshly Packed Meat That Is Ready To Cook.It Promises To Deliver The Meat In 90 Minutes.Soon They Will Expand Their Services In More Places

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

Swiggy And Zomato markets itself as a place for working adults and students and interns to have a quality food . It has a focus on tradition and the customer that extends to its app process: It remembers customers' payment information to make their time feel valued.

Licious markets itself as a Love for the meat startup that provides quality meat in 90 minutes of ordering .They aims to expand the services to more locations and plans on offering better rewarding programs

6. Competitors' strengths (List)

Zomato And Swiggy strengths include:

- Using its visual design to communicate its company ethos
- Remembering users' payment information
- Offering audio search availability in mobile app
- remembering users' preferred orders

Licious strengths include:

- Exclusive Meat Products
- Offers Wide Range Of Payment Options And Remembers User's payment information

7. Competitors' weaknesses (List)

Swiggy and zomato weaknesses include:

- Not expanding its language options
- Not making better use of modern phone technology like fingerprint recognition and voice assistants
- Not remembering users' preferred orders

BeanTown's weaknesses include:

- Not remembering users' payment information and preferred orders
- Not offering audio versions of its menu

8. Gaps (List)

Some gaps we identified include:

- Both swiggy and zomato does not offer their app in native languages
- These doesn't offer better rewards or perks for returning users

9. Opportunities (List)

Some opportunities we identified include:

- Provide more rewards or perks for returning users
- Use **Assistive Technolohies** To Help Visual Imapairment and color blindness customers.
- Offer **audio versions** of its menu And offer app and website in **native languages**