### 1. Competitive audit goal(s)

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| Compare the purchasing experience of each competitor’s app as a new user and a returning user. |

### **2. Who are your key competitors?** (Description)

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| Our key competitors are JavaMate, an international coffee chain, and BeanTown, a subscription mail-order service that sends a monthly supply of roasted coffee beans to subscribers’ homes. JavaMate is a direct competitor to CoffeeHouse, and BeanTown is an indirect competitor to CoffeeHouse. |

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

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| JavaMate has a well-designed app that communicates that it’s a tradition-based chain that specializes in all types of coffee and pays close attention to detail. The app has excellent payment features, which remember users’ payment info, and is accessible to both English and Spanish speakers in written and audio form. However, it focuses on basic functionality and is somewhat limited in features.   The BeanTown 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. The BeanTown app makes better use of modern phone features by integrating with fingerprint ID services to facilitate payments and voice assistants to navigate the app. It’s available in 23 languages but has no audio feature for visually-impaired users. |

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

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| JavaMate's positions itself as a traditional coffee brewer with traditional French-inspired decor, a greater variety of coffee and food options to provide for a larger income bracket and palette. However, they are only equipped to serve an English and Spanish-speaking audience.   BeanTown markets itself to customers primarily in the suburbs, who need to drive to reach the nearest coffee shop, and to people who work from home. It mainly targets higher-income clientele who like to drink coffee they can feel good about, but who aren’t able to regularly make it to a nearby coffee shop. Its app reflects this: Every part of the customer journey is geared towards getting coffee beans delivered to users’ doors. |

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

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| JavaMate markets itself as a place for working adults to find a moment to relax with a good cup of coffee. 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.  BeanTown markets itself as a zippy startup that provides modern solutions to modern problems, which is expanding access to good, ethically-sourced coffee to suburban drinkers who can’t easily make it to the shop. BeanTown wants to deliver high-quality coffee to your door, and its simple, streamlined, and technology-integrated app reflects this. |

**6. Competitors’ strengths** (List)

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| JavaMate’s strengths include:   * Using its visual design to communicate its company ethos * Remembering users’ payment information * Offering full menus in more than one language * Offering audio availability   BeanTown’s strengths include:   * Using its visual design to communicate its company ethos * Integrating modern phone technology like fingerprint recognition and voice assistants * Offering menu availability in 23 languages |

**7. Competitors’ weaknesses** (List)

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| JavaMate’s 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)

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| Some gaps we identified include:   * Both JavaMate and BeanTown don’t remember past orders and user favorites * JavaMate doesn’t offer any rewards or perks for returning users |

**9. Opportunities** (List)

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| Some opportunities we identified include:   * Provide quick and easy way to reorder past orders * Provide rewards or perks for returning users |