

# Part 2 - Competitive Audit Report

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## 1. Competitive audit goal(s)

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

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

Our key competitors are:

- **Halala Carta:** A direct competitor of Falafi Boys and a small-sized food chain company
- **Habibi Halal Food:** A direct competitor of Falafi Boys and a small-sized food chain company
- **Lavin' Shawarma:** A direct competitor of Falafi Boys and a medium-sized food chain company
- **Gojra Grande:** An indirect competitor of Falafi Boys and a large-sized international food restaurant company

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

Halala Carta has a well-designed app with a strong design foundation and useful features, including allergy warnings, simple payment process and perks for participation. It is accessible to more than 5 languages in both audio and written form.

While the Habibi Halal Food app is simple in visual design, it doesn't enhance very strong user experience. Even though its app is easy to use, its design suffers a range of flaws, including a faulty mechanism when making orders. The app offers two languages in written form, but not in oral form. In addition, text is not adjustable for users to view the content clearly.

Lavin' Shawarma also has a well-designed app with a strong website experience in desktop version and also a strong brand identity. Some strengths include multiple language preferences and multiple features to follow up with orders made. However, its product falls a bit short in user experience. It has some issues, including inaccurate filtering processes and faulty mechanisms in the user flow (i.e. inconsistent navigation pattern in both desktop and mobile versions).

Gojra Grande app excels in the majority of factors, including user experience, website experience and visual design. It includes a wide range of features, including payment options, accessibility, member programs, customer services and allergy warnings. For visual design, the app is stylistically and aesthetically implemented with an excellent use of shapes,



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spaces and images. What makes that app stand out from the rest of others is that the composition posed throughout the navigation process reflects purpose and creativity as if the app focuses on each and every user - whether the "influence" is cultural, inclusive or technological.

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

As a medium-sized food chain company founded in New York, Halala Carta serves Halal food and Mediterranean food. It also provides customers options to take out or dine in. In addition, as it appears a lot in the media throughout the United States, many customers come to Halala Carta to try out the menu items. Halala Carta assists customers in more than five languages, including Spanish, Arabic, French and Urdu. Halala Carta is highly profitable as it focuses on customers to continue the member program to purchase their products. It has more than 30 vendors available in the tri-state area, surrounding New York City.

Habibi Halal Food started months ago as a food chain in Hoboken, in New Jersey. Its app drives customers who afford menu items at low prices and customers who aren't able to regularly make it to their nearby food location. The languages of the app are English and Urdu, primarily focusing on customers based on countries of Central Asia (Pakistan, India, etc.). However, Habibi Halal Food also attracts other customers who are satisfied with their menu items.

Lavin' Shawarma is a medium-sized take-out food chain company that prepares both breakfast items and Halal foods entirely from homemade products. The technological impact of its applications and the strong flavor of its menu items quickly drew more than 10,000 customers across the world, including business travelers and studying abroad students, to visit the very first vendor opened in Weehawken. As the business of Lavin' Shawarma booms quickly, it currently has more than 50 vendors available in more than 10 states, including California, New York and Illinois.

Gojra Grande is a large-sized company found in Midtown Manhattan. In 2010, the founding year, it started as an international cuisine restaurant that markets toward avid foodies and restaurant lovers. Its popularity rose when it received three outstanding awards for best customer service throughout the United States due to its innovative plan to deploy devices that process orders efficiently. As its technology and menu improved throughout the lifetime, Gojra Grande opened businesses and restaurants across the world, including Taiwan, Japan, France, United Kingdom and Canada. The current audience is a variety of customers interested to try out their international and fusion cuisine. Gojra Grande also



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hopes to gear toward audiences who have limited exposure or access to technology and also audiences with disabilities or limited accessibilities.

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

Halala Carta markets itself as a place for customers to learn interesting information about Mediterranean cuisine, Halal food and their cultures. It has a focus on tradition, culture and inclusiveness.

Habibi Halal Food markets itself as a startup that attracts customers, including those of low socioeconomic status, to try out their menu items.

Lavin' Shawarma markets itself as a growing business in the United States that never stops learning from experience and continually fulfills each and every customer's request to their best in any means.

Gojra Grande markets itself as a powerhouse that changes the idea and perspectives of how all food industries see improvement in technology. Its strong operations and applications both provide us new lessons of what a successful business is like.

## 6. Competitors' strengths (List)

Halala Carta's strengths include:

- Using its visual design that is appealing and also fulfills the company's ethos
- Clear instructions of how to submit the new order
- Utilizing additional features to inform the customers about ingredients contained in the menu items
- Offering full menus to cater customers with accessibility needs, involving languages available in both audio & text and adjustable text size
- Offering perks and discounts to users who are in member programs

Habibi Halal Food's strengths include:

- Using simplistic visual design that helps customers process orders in a simple manner
- Offering two languages - English and Urdu

Lavin' Shawarma's strengths include:

- Offering excellent first impressions when customers navigate in either desktop or mobile version
- Offering flexible accessibility preferences to customers with different handedness and customers with different language capabilities



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- Incorporating a great variation of images and contrast throughout the application usage

Gojra Grande's strengths include:

- Using a brand identity that excels in majority of factors, including aesthetic
- Offering a wide range of features that allows customers to adjust preferences based on payments and food orders
- Offering more than 20 languages in both audio and text form
- Providing customers both excellent user and website experience when navigating in either desktop or mobile version

## 7. Competitors' weaknesses (List)

Halala Carta's weaknesses include:

- Not making note of the application functionality, concerning technical issues, like lags and preferences inadvertently unsaved
- Not noting navigation features in both desktop and mobile versions

Habibi Halal Food's weaknesses include:

- Not offering preferences for placing food orders
- Not making note of the application functionality and consistency of navigation patterns in both mobile and desktop versions
- Not tracking customer's complaints on the brevity of content
- Not providing accessibilities, like adjustable text size and audio
- Not providing additional payment options to customers

Lavin' Shawarma's weaknesses include:

- Not providing options to adjust text size
- Not providing additional features to customers who are not in member programs
- Not making notes of orders made
- Not noting navigation patterns in both desktop and mobile versions

Gojra Grande's weaknesses include:

- Not keeping track of orders made
- Not noting the level of difficulty for using apps

## 8. Gaps (List)

Some gaps identified include:

- Habibi Halal Food, Lavin' Shawarma and Gojra Grande are not careful with navigation patterns
- All four competitors need work in having the orders synced properly while also considering how they can best serve their customers



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### 9. Opportunities (List)

Some opportunities identified include:

- Construct visual design that is not too complex in designs and features
- Provide perks and discounts for customers who are in member programs; also consider allowing non-member customers to use perks and discounts (with barcode) from external sources while also ensuring they are both valid and recognized
- For each preference or step made, create checkpoints that automatically saves order-making progress, so that customers can save and come back to check with the checkout list. That proves customers are satisfied with the functionality and the design of the app. Features to auto-save when offline can also do the trick.

