

Competitive audit	Competitive audit goal: Compare the purchasing experience of each competitor's app as a new user and a returning user																
	General information							UX (rated: needs work, okay, good, or outstanding)									
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions	Interaction	Visual design	Content	Tone	Descriptiveness			
Halala Carta	Direct	New York, NY (Greenwich Manhattan)	Halal food, Mediterranean food	\$\$	<a href="#">halalcarta.com</a>	Small	Customers with take-out orders and customers who dine in	A variety of dishes from different countries	<p><b>Good</b></p> <ul style="list-style-type: none"><li>+ Visually appealing website with a lot of information</li><li>+ Options to make online orders, including discounted offers</li><li>- Limited features in the desktop version</li></ul>	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ One-click payment that remembers payment preferences</li><li>+ Ability to create user profile</li><li>+ A map that shows locations close to the pickup location</li><li>+ Offers additional discounts and perks for users who applied for membership program (standard or premium)</li><li>+ Allergy information provided</li><li>+ Preparation process and order queue</li></ul>	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Integrated with voice software in more than 5 languages</li><li>+ Easy and useful order &amp; payment process</li><li>+ Memorable user flow</li><li>+ Adjustable text size</li><li>+ Offers 5 languages</li></ul>	<p><b>Good</b></p> <ul style="list-style-type: none"><li>+ Clear indication of clickable elements</li><li>+ Step-by-step instructions of completing orders</li><li>- Queue sometimes either don't sync or is not updated when checking status</li><li>- Sometimes, perks and discounts are not implemented during the checkout</li><li>- Mobile app sometimes lag when clicking elements</li><li>- Sometimes, the mobile app crashes upon making orders</li></ul>	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Excellent brand identity with a personalized feel of food industry</li><li>+ Visual design communicated company ethos</li></ul>	<p><b>Cohesive, engaging, special, intriguing and informative</b></p>	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Very informative and descriptive about the ingredients in the menu items</li><li>+ Culturally diverse and inclusive</li><li>+ Instructive and helpful</li></ul>		
Habibi Halal Food	Direct	Hoboken, NJ	Halal food, hot dogs, sandwiches	\$	<a href="#">habibihalalfood.com</a>	Small	Customers with take-out orders	One free drink per rice dish ordered	<p><b>Good</b></p> <ul style="list-style-type: none"><li>+ Very unique design</li><li>- Website is well-designed and easy to use</li><li>- No preferences (i.e. not/less/moderately/very spicy) for placing food orders</li></ul>	<p><b>Needs Work</b></p> <ul style="list-style-type: none"><li>+ Very unique design</li><li>- No preferences (i.e. not/less/moderately/very spicy) for placing food orders</li></ul>	<p><b>OK</b></p> <ul style="list-style-type: none"><li>+ A map that shows locations</li><li>- Limited payment options</li></ul>	<p><b>Needs Work</b></p> <ul style="list-style-type: none"><li>+ Sites available in 2 languages</li><li>- No audio</li><li>- Text size not adjustable</li></ul>	<p><b>OK</b></p> <ul style="list-style-type: none"><li>+ Easy and useful order &amp; payment process</li><li>- Memorable user flow</li><li>- Sometimes, the chosen vendor location is incorrect after the selection step</li><li>- Sometimes, the order preferences set initially are not saved in the checkout</li><li>- Payment process without an account does not save preferences</li></ul>	<p><b>OK</b></p> <ul style="list-style-type: none"><li>+ Easy to follow instructions when ordering</li><li>- Some unfamiliar/inconsistent navigation patterns in both desktop and mobile versions</li></ul>	<p><b>Good</b></p> <ul style="list-style-type: none"><li>+ Very simple visual design</li></ul>	<p><b>Informative, yet unclear</b></p>	<p><b>Needs Work</b></p> <ul style="list-style-type: none"><li>- Missing information</li><li>- Some unfamiliar terms unclear to users dialect-wise</li></ul>
Lavin' Shawarma	Direct	Weehawken, NJ	Halal food, breakfast items	\$\$	<a href="#">lavinsshawarma.com</a>	Medium	Customers with take-out orders	One free drink per rice dish ordered	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Making orders remotely is simple and easy</li><li>+ Multiple preferences (i.e. not/less/moderately/very spicy) for placing food orders</li></ul>	<p><b>Good</b></p> <ul style="list-style-type: none"><li>+ Making orders remotely is simple and easy</li><li>+ Multiple preferences (i.e. not/less/moderately/very spicy) for placing food orders</li></ul>	<p><b>OK</b></p> <ul style="list-style-type: none"><li>+ Near-symmetric design for users of different handedness (mobile apps)</li><li>+ Preparation process and order queue</li><li>+ Allergy information provided</li><li>- Limited useful features</li></ul>	<p><b>Needs work</b></p> <ul style="list-style-type: none"><li>+ Easy and useful order &amp; payment process</li><li>- Sometimes, the location is not filtered in the map during the vendor selection</li><li>- Payment process without an account does not save preferences</li><li>- Queue sometimes either don't sync or is not updated when checking status</li></ul>	<p><b>Good</b></p> <ul style="list-style-type: none"><li>+ Easy to follow instructions when ordering</li><li>- Inconsistent navigation patterns in both desktop and mobile versions</li></ul>	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Strong brand identity with well-execution of imagery and contrast</li><li>+ Modern and trendy design</li></ul>	<p><b>Sophisticated and informative</b></p>	<p><b>Good</b></p> <ul style="list-style-type: none"><li>+ All key info is present</li><li>+ Culturally diverse and inclusive</li><li>- Information may sometimes not be clear to users</li></ul>	
Gojra Grande	Indirect	New York, NY (Midtown Manhattan)	Many dishes of different cultures	\$\$\$\$	<a href="#">gojrag.com</a>	Large	Customers with take-outs and customers who dine in	Discounts and perks for dining in; one free dine-in per person after reaching a particular number of dine-ins checked in the member card	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Visually appealing with contrast and hues</li><li>+ Loading speed per site is fast</li><li>+ Multiple preferences (i.e. not/less/moderately/very spicy) for placing food orders</li></ul>	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Ability to create user profile</li><li>+ Offers additional discounts and perks for users who applied for membership program (standard or premium)</li><li>+ Design is very appealing</li></ul>	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Phone service available for assistance in more than 20 languages with ordering</li><li>+ Adjustable text size</li><li>+ Integrated with voice software in more than 5 languages</li></ul>	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Fun, easy and convenient to use for account holders</li><li>+ Payment process includes additional features (i.e. saved selection preferences) for restaurants, buffets or locations of similar purposes</li><li>+ Clear indication of clickable and navigable elements</li><li>+ Straightforward user flow</li><li>- Can be too complicated for users without experience in technology</li><li>- Queue sometimes either don't sync or is not updated when checking status</li></ul>	<p><b>Good</b></p> <ul style="list-style-type: none"><li>+ Additional useful features to navigate when ordering from restaurants, buffets or locations of similar purposes</li><li>+ Stylistically cultural fusion design</li><li>+ Visual design bases on food selection for clear distinction (i.e. Asian for red, European for green, etc.)</li><li>+ Very clear instructions of completing orders</li><li>- Can be too complicated to navigate for users without experience in technology</li><li>- Unfamiliar navigation patterns</li></ul>	<p><b>Outstanding</b></p> <ul style="list-style-type: none"><li>+ Very strong brand identity with well-execution of shapes and spaces</li><li>+ All key info is present</li><li>+ Culturally diverse and inclusive</li><li>- Unfamiliar terms unclear to users dialect-wise</li><li>- Missing or brief information for menu items</li></ul>	<p><b>Engaging, intriguing, sophisticated and informative</b></p>	<p><b>Good</b></p> <ul style="list-style-type: none"><li>+ Very informative and descriptive content of some menu items available in restaurants</li><li>+ All key info is present</li><li>+ Culturally diverse and inclusive</li><li>- Unfamiliar terms unclear to users dialect-wise</li><li>- Missing or brief information for menu items</li></ul>	