

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 <small>(rated: needs work, okay, good, or outstanding)</small>								
	Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price <small>(\$ - \$\$\$)</small>	Website <small>(URL)</small>	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition	First Impressions		Interaction			Visual design		Content	
									Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Halala Carta	Direct	New York, NY <small>(Greenwich Manhattan)</small>	Halal food, Mediterranean food	\$\$	halalacarta.com	Small	Customers with take-out orders and customers who dine in	A variety of dishes from different countries	Good + Visually appealing website with a lot of information + Options to make online orders, including discounted offers - Limited features in the desktop version	Good + Interactive design + Easy to navigate - Can take a long time to load when making orders	Outstanding + One-click payment that remembers payment preferences + Ability to create user profile + A map that shows locations close to the pickup location + Offers additional discounts and perks for users who applied for membership program (standard or premium) + Allergy information provided + Preparation process and order queue	Outstanding + Integrated with voice software in more than 5 languages + Adjustable text size + Offers 5 languages	Good + Easy and useful order & payment process + Straightforward user flow + Memorable process - Queue sometimes either don't sync or is not updated when checking status - Sometimes, perks and discounts are not implemented during the checkout	Good + Clear indication of clickable elements + Step-by-step instructions of completing orders - Mobile app sometimes lag when clicking elements - Sometimes, the mobile app crashes upon making orders	Outstanding + Excellent brand identity with a personalized feel of food industry + Visual design communicated company ethos	Cohesive, engaging, special, intriguing and informative	Outstanding + Very informative and descriptive about the ingredients in the menu items + Culturally diverse and inclusive + Instructive and helpful
Habibi Halal Food	Direct	Hoboken, NJ	Halal food, hot dogs, sandwiches	\$	habibifood.com	Small	Customers with take-out orders	One free drink per rice dish ordered	Good + Very unique design + Website is well-designed and easy to use - No preferences (i.e. not/less/moderately/very spicy) for placing food orders	Needs Work + Very unique design - No preferences (i.e. not/less/moderately/very spicy) for placing food orders - Can take a long time to load when making orders - Takes too long to load	OK + A map that shows locations - Limited payment options	Needs Work + Sites available in 2 languages - No audio - Text size not adjustable	OK + Easy and useful order & payment process + Memorable process - Sometimes, the chosen vendor location is incorrect after the selection step - Sometimes, the order preferences set initially are not saved in the checkout - Payment process without an account does not save preferences	OK + Easy to follow instructions when ordering - Some unfamiliar/inconsistent navigation patterns in both desktop and mobile versions	Good + Very simple visual design	Informative, yet unclear	Needs Work - Missing information - Some unfamiliar terms unclear to users - dialect-wise
Lavin' Shawarma	Direct	Weehawken, NJ	Halal food, breakfast items	\$\$	lavinshawarma.com	Medium	Customers with take-out orders	One free drink per rice dish ordered	Outstanding + Making orders remotely is simple and easy + Multiple preferences (i.e. not/less/moderately/very spicy) for placing food orders	Good + Making orders remotely is simple and easy + Multiple preferences (i.e. not/less/moderately/very spicy) for placing food orders - Can take a long time to load when making orders	Good + A map that shows locations close to the pickup location + Preparation process and order queue + Allergy information provided - Limited useful features	OK + Near-symmetric design for users of different handedness (mobile apps) - No audio - No text assistance	Needs work + Easy and useful order & payment process - Sometimes, the location is not filtered in the map during the vendor selection - Payment process without an account does not save preferences - Queue sometimes either don't sync or is not updated when checking status	Good + Easy to follow instructions when ordering - Inconsistent navigation patterns in both desktop and mobile versions	Outstanding + Strong brand identity with well-execution of imagery and contrast + Modern and trendy design	Sophisticated and informative	Good + All key info is present + Culturally diverse and inclusive - Information may sometimes not be clear to users
Gojra Grande	Indirect	New York, NY <small>(Midtown Manhattan)</small>	Many dishes of different cultures	\$\$\$\$	gojra.com	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	Outstanding + Visually appealing with contrast and hues + Loading speed per site is fast + Multiple preferences (i.e. not/less/moderately/very spicy) for placing food orders	Outstanding + A wide range of food selections, including preferences (i.e. not/less/moderately/very spicy) + Loading speed is fast + Design is very appealing	Outstanding + Ability to create user profile + Offers additional discounts and perks for users who applied for membership program (standard or premium) + A map that shows locations close to the pickup location + Allergy information provided + Preparation process and order queue + Customer service	Outstanding + Phone service available for assistance in more than 20 languages with ordering + Adjustable text size + Integrated with voice software in more than 5 languages	Good + Fun, easy and convenient to use for account holders + Payment process includes additional features (i.e. saved selection preferences) for restaurants, buffets or locations of similar purposes + Straightforward user flow - Can be too complicated for users without experience in technology - Queue sometimes either don't sync or is not updated when checking status	Good + Additional useful features to navigate when ordering from restaurants, buffets or locations of similar purposes + Clear indication of clickable and navigable elements + Very clear instructions of completing orders - Can be too complicated to navigate for users without experience in technology - Unfamiliar navigation patterns	Outstanding + Very strong brand identity with well-execution of shapes and spaces + Stylistically cultural fusion design + Visual design bases on food selection for clear distinction (i.e. Asian for red, European for green, etc.) + Visual design supports both desktop and mobile versions	Engaging, intriguing, sophisticated and informative	Good + Very informative and descriptive content of some menu items available in restaurants + All key info is present + Culturally diverse and inclusive - Unfamiliar terms unclear to users - dialect-wise - Missing or brief information for menu items