### 1. Competitive audit goal(s)

| Compare the user experience of each competitor's website or app when ordering coffee/food. |
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### **2. Who are your key competitors?** (Description)

| Our key competitors are Costa Coffee, who offer different types of coffee and snacks/sweets/food offline and online with delivery as well. Costa Coffee is a direct competitor. Second competitor is Kafec, which is an indirect competitor. Kafec is a local cafe chain with a high quality and own roastery. |
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**3. What are the type and quality of competitors’ products?** (Description)

| Costa Coffee has a well-designed app with modern and smooth features. It has a QR code feature which is easy to use and saves time. The whole design is simple and easy to follow. I highlight strong brand identity with clear and easy navigation. The App is only in English, which is not accessible to all. App is not available for all cafes.  Kafec has an easy visual design, with many pictures. It describes the local Czech mood and high quality of a service. There is no extra unnecessary information, so the structure and design do not look overwhelmed. Kafec has no App, so you need to search on the website. Kafec has no ordering App, you have no idea about the current offer. |
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**4. How do competitors position themselves in the market?** (Description)

| Costa Coffee has a tradition in Great Britain. Cafes spreaded all over the world in downtowns with this Great Britain feeling. It offers their own coffee as well. It is a kind of franchise in the whole world. It targets young people, as well as students, who like this atmosphere.  Kafec is a kind of Czech franchise. It serves Czech mood and quality. It targets millennials and young people as well. It is a unique project in the Czech republic cafes. Cafes are spreaded in bigger cities, in their suburbs, where people like to spend calm time. |
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**5. How do competitors talk about themselves?** (Description)

| Costa Coffee offers a calm place for work or meeting friends in the middle of the city. It offers a wide range of coffee and food for everybody. Through an App it is possible to order coffee online and pick it up.  Kafec serves high quality coffee, including breakfasts and brunches as well. It is a place for long brunches with friends and a wide range of fresh food. It is a modern direction in the Czech cafe atmosphere. |
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**6. Competitors’ strengths** (List)

| Costa Coffee - App is very good structured and easy to use, strong visual design, remember user payment information, feature Scan QR code  Kafec - Offering menu in two languages, uses visual design in communication of the brand |
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**7. Competitors’ weaknesses** (List)

| Costa Coffee - an App only in English, an App is not useable for every Costa Coffee cafe, not remembering user's preferred orders  Kafec - no App, menu could be structured in more structural way, missing on-line ordering feature, menu is made by pictures (missing information) |
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**8. Gaps** (List)

| Costa Coffee lacks features with favorite orders, which users would like to repeat. Kafec missing online ordering App. Both Costa Coffee and Kafec lack delivery features in on-line service. |
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**9. Opportunities** (List)

| Add delivery features into websites on-line service.  The structure of websites could be easier and more structural.  The design for the website and App build in the same way, in the same visual understanding. |
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