### 1. Competitive audit goal(s)

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| Compare the ordering experience of each competitor's app |

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

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| Our key competitors are Pizza King, a pizza chain that’s slightly cheaper than Zia’s Pizza, and has more locations. Pizza King uses lower-quality ingredients but is famous for its deals and above-and-beyond delivery service.  Our other competitor is Pesto Palace, a low-cost family-style Italian eatery that has a wide-ranging menu but is famous for its garlic knots.   Pizza King is a direct competitor to Zia’s Pizza. Pesto Palace is an indirect competitor to Zia’s Pizza. |

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

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| Pizza King’s app is simple but is incredibly easy to use. It lets users select their pizza, add limited toppings, do one-click payment through saved account information, and track the cooking and delivery process every step of the way. Pizza King places a strong emphasis on “fast food,” but doesn’t offer detailed or healthy customization options. The app doesn’t offer any audio accessibility features, though, and is available only in English.   Pesto Palace’s app is visually more ornate and geared towards helping users navigate its large menu. Their menu offers a large variety of Italian food, but doesn’t specifically offer health-conscious options. The Pesto Palace app’s payment process needs work, requiring users to reinput their payment information and address every time they order. The app does offer audio and multi-language accessibility features, though, and integrates well with digital voice assistants. |

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

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| Pizza King positions itself as offering “pizza for everyone.” Pizza King is cheap, reliable, and will deliver almost anywhere. This makes its customers particularly loyal. Its app is famously simple to use and its delivery service is excellent, making it a go-to staple for people ordering pizza.  Pesto Palace positions itself as “a place for families.” They offer a kid-friendly environment, serve large portions, make hosting birthdays easy, and sing happy birthday to customers. Their app is geared towards delivering large meals for families, with a customer base that speaks multiple languages. |

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

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| Pizza King describes itself as “pizza for everyone.” They claim to deliver anywhere and everywhere. They emphasize that their app is simple to use, remembers your payment info, and lets you track your pizza every step of the way.   Pesto Palace markets themselves as a place for families. Their motto is “Our house is your house.” They tell customers their app is best for large deliveries and is accessible to lots of people who can’t speak or read English. |

**6. Competitors’ strengths** (List)

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| Pizza King’s strengths include:   * Offering 30-mile+ delivery radius * Making ordering and paying on their app easy * Ensuring strong delivery quality standards * Providing excellent pizza tracking for the orders on their app   Pesto Palace’s strengths include:   * Offering an elaborate and ornate app design * Including design decisions that simplify the restaurant’s large menu for users * Making customers feel welcome * Providing excellent app accessibility |

**7. Competitors’ weaknesses** (List)

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| Pizza King’s weaknesses include:   * Offering audio features in the app * Offering the app in languages other than English * Offering health-conscious pizza customization options   Pesto Palace weaknesses include:   * Improving their in-app payment process * Improving their delivery tracking and making sure their delivery ETAs are accurate |

**8. Gaps** (List)

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| Some gaps we identified include:   * Competitor products don’t offer specifically health-conscious options * Competitor products provide a limited amount of accessibility features * Order and delivery process isn’t clear or intuitive |

**9. Opportunities** (List)

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| Some opportunities we identified include:   * Offer customization options that emphasize healthy ingredients and dietary alternatives * Integrate our app with voice assistive technology * Create a straightforward process for order, checkout, and delivery tracking |