

Audit Report

AVOCADO CAFE

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Audit Goals

The goal of this audit was to compare the in-app and online ordering systems of competitors to better understand what makes a seamless user experience.



Key Competitors

During our competitive audit, we found four key competitors for Avocado Cafe.



Starbucks

An indirect competitor was Starbucks. Starbucks targets urban, affluent, on the go, white collar professionals. We found that their products can target our Cafe breakfast options.



Coffee Bean and Tea Leaf

Another indirect competitor was Coffee Bean and Tea Leaf. CBTL targets men and women ages 18 to 40. This target age demographic also hits Avocado Cafe's target demographic.



Simple Simons

A direct competitor for Avocado Cafe. Simple Simon offers the same product choices as us with serving breakfast, lunch, breads, and pastries.



Ike's

Ike's sandwiches is a direct competitor to us by serving sandwiches that target college age students, every day people, and cater meetings.

Starbucks

A deeper analysis of the indirect competitor:
Starbucks.



Starbucks offers a wide variety of coffee and pastries. Starbucks's target demographic is the urban and affluent, on the go white-collar professionals. There are endless possibilities on how you can order your drinks there. Their website and app show a strong brand identity. Throughout the descriptions of products, the use of adjectives are strong and make their menu seem indulgent.

Strengths

- Ordering was extremely easy
- The layout of the website was easy to navigate
- landing page featured products
- view entire menu was a featured item

Weaknesses

- accessibility options were difficult to find
- an extra step is required to place an order
- no accessibility icon located on the page

Starbucks

A deeper analysis of the indirect competitor:
Starbucks.



Gaps

Starbucks makes amazing products and there is a reason why its name is synonymous with coffee. One major gap though is for those who are new to coffee or want a "no-frills" way to order. They do not make it easy for those who are coffee novices to order or for those who need accessibility options.

Opportunities

Avocado Cafe can position its app and online ordering experience to be more user-friendly. There can be an accessibility option that is stickied to the bottom of the page. For the ordering system, there can be fully customizable options for food and offer pairings besides their coffee that can go well with food items, such as fruit shakes, smoothies, or juices.

Coffee Bean and Tea Leaf

A deeper analysis of the indirect competitor: Coffee Bean and Tea Leaf.



Coffee Bean and Tea Leaf offer coffee, tea, and pastries at their locations. Their target demographic is consumers aged 18-40. They do not offer as many items as competitors, but what they do offer is a smaller selection of quality items. CBLT has a friendly and indirect tone throughout the website that makes the users feel as if they were friends for a while.

Strengths

- Ordering was extremely easy
- The layout of the website was easy to navigate
- landing page featured products
- view entire menu was a featured item
- accessibility icon is front and center for users

Weaknesses

- pop up menu was hidden in the corner
- sign in for users was only available after clicking on order now

Coffee Bean and Tea Leaf

A deeper analysis of the indirect competitor: Coffee Bean and Tea Leaf.



Gaps

A major gap is the limited amount of products that they do carry. By offering a smaller menu for customers, customers also have more limited choices and may not find "the one" for them. For repeat customers, the added step of having to make an order before signing in can be irritating.

Opportunities

Avocado Cafe can position its app and online ordering experience to be more user-friendly for repeat users. Instead of having the "sign-in" button hidden within a menu, there can be a "sign-in" button that is stuck to the navbar. Avocado Cafe also offers more variety within its drinks, sandwiches, and pastries menus. Avocado Cafe can have "staff favorite pairings" to give customers a place to begin on what they may want to try.

Ike's Love and Sandwiches

A deeper analysis of the direct competitor: Ike's.



Ike's is a sandwich shop that features fully customizable sandwiches on their Dutch Crunch bread. Ike's target demographics are everyday people wanting lunch ranging from college students to hospitals that want to cater events. Their website and app are good with their branding. Their menu description is friendly and also fun.

Strengths

- photos of each sandwich were present
- menu was available from the topnav
- featured items were shown on the landing page
- website was easy to navigate

Weaknesses

- there was no easy way to find accessibility
- had to open a side menu to get to order on mobile

Ike's Love and Sandwiches

A deeper analysis of the direct competitor: Ike's.



Gaps

A major gap within the online and mobile ordering experience with Ike's was the accessibility offerings for users. There was no clear way to access these features.

Opportunities

Avocado Cafe can position its app and online ordering experience to be more user-friendly for users with accessibility needs. Avocado Cafe can include a logo within the corner of their desktop and mobile sites for users.

Simple Simons

A deeper analysis of the direct competitor: Simple Simon's.



Simple Simon's is our most direct competitor. They offer breakfast, lunch, breads, and pastries. They offer locally sourced ingredients for their target demographics of native locals of all ages. Their branding and language use of their website are regal because they have been around since 1983.

Strengths

- photos of some products
- fully responsive
- order online was stucked on the bottom of mobile website
- account sign in was at the top
- top menu was available throughout

Weaknesses

- too much information on a landing page
- no accessibility icon for users to click
- menu was confusing to order from with some menus being shown but not being told it was not available

Simple Simons

A deeper analysis of the direct competitor: Simple Simon's.



Gaps

A major gap within the online and mobile ordering experience with Simple Simon's was the accessibility offerings for users. There was no clear way to access these features. Photos were also missing for almost all of the menu. The descriptions of the items were lackluster and without accompanying photos can make it difficult for users to decide what they want.

Opportunities

Avocado Cafe can position its app and online ordering experience to be more user-friendly for users with accessibility needs. Avocado Cafe can include a logo within the corner of their desktop and mobile sites for users. Avocado Cafe can also present photos of their items in order for visual centered users to decide on what they may want to eat.

Audit Conclusion

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