

Competitive audit																	
Goal: Compare the in-app or online ordering experience of each competitor's website and/or mobile app																	
General information								UX (at least 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		Interactive				Visual design		Content	
								Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
Mc Meow's	Direct	St. Charles, Missouri Sourdough bread and a variety of sweet and savory pastries	\$	www.mcmewssci.com	Small	Working adults, families	Good quality, fresh sourdough bread is hard to find	Good • Website is well-designed and easy to use • Key information is present (products, prices, location, etc.) • Website seems a little basic, doesn't stand out	Good • Fully responsive • Key information is present (products, prices, location, etc.) • No mobile app	Good • Online ordering feature	Needs work • Images of menu items • No AT available	Good • Once you're on the ordering page, it's simple and easy to use • Online ordering takes you to external link and then to another link	Good • Easy to navigate	Good • Clear use of consistent colors, imagery, and fonts • Font is slightly inconsistent	Open and friendly overall site. The owner telling the story of how the business became what it is adds something extra	Good • Owner comes across as someone you want to know • All key information is present • Too wordy in some areas	
Paris Baguette	Indirect	Worldwide, founded in South Korea Fresh pastries, breads, signature cakes, sandwiches, coffee, and more	\$\$	www.parisbaguette.com	Large	Working adults, families	Offers reward program	Outstanding • Homepage is enticing with the animation • Easy to navigate • Clean design	Outstanding • Design is clean and easy to use • Fully responsive • Some features as desktop	Outstanding • Able to place an order a month in advance • Nutritional facts are easy to access • Create account feature • Cafe locator feature • Not all items have photos	Outstanding • AT is enabled: screen readers, enlarged text, device friendly • Not all items have photos	Good • Easy to browse items, see what's available, add to cart and checkout • Not all locations have online ordering available • No way to filter out items that are unavailable	Outstanding • Navigation options are front and center	Outstanding • Strong brand identity in the icons, photography, colors, fonts	Fun and direct	Outstanding • All key information is present • Short and to the point	
La Bonne Bouche	Direct	Centre-Coeur, Missouri Authentic French pastries offering confections as well as a cafe menu	\$\$	www.labonnebouche.com	Small	Higher income clientele who work or live in the nearby area	Offers authentic French pastries in a Parisian style cafe, founded by a former Master Chef du Patisserie	Needs work • Easy to navigate and find information • Visually appealing • No online ordering option • Some menu items don't list the price	NA No app, but mobile website is fully responsive	Needs work • Menu items listed clearly • No photos of menu items	Needs work • No AT	NA	Outstanding • Easy to navigate	Outstanding • Strong brand identity in the icons, photography, colors, fonts	Friendly and direct	Outstanding • All key information is present • Paragraphs are short and to the point	
Panera Bread	Direct	Multiple locations in the USA, founded in St. Louis, MO Variety of whole bread, buns and pastries	\$\$	www.panerabread.com	Large	Working adults, remote workers, families	Offers a wide variety of products, fun in person and online/mobile ordering in a setting that is conducive for remote work, offers a monthly drink subscription	Outstanding • Easy to navigate • Fully responsive • Easy to navigate, less busy than website • Homepage seems a little busy	Outstanding • Fully responsive • Easy to navigate, less busy than website • You can easily view your account info to track rewards	RATING • You can filter menu items by allergens • You can have "favorite" menu items that are easily re-ordered • Create account feature • Cafe locator feature	Good • All items have a photo • No AT that could find	Good • Easy to find key information • No way to filter out items that are unavailable	Outstanding • Easy to navigate	Outstanding • Strong brand identity in the icons, photography, colors, fonts	Fun and direct	Outstanding • All key information is present • Short and to the point	