

# Part 2 - Competitive Audit Report

Google UX Design Certificate

## 1. Competitive audit goal(s)

Compare the in-app or online ordering experience of each competitor's website and/or mobile app

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

Panera and a local bakery called Mr. Meowski's are our key competitors. They both allow online ordering, although Mr. Meowski's only allows ordering for one day a week (Saturday).

An indirect competitor is Paris Baguette, who does not have any locations in the area, but is a direct competitor with Panera, who has locations all over North America.

## 3. What are the type and quality of competitors' products? (Description)

Panera has a user-friendly mobile app, as well as an efficient ordering process on a desktop/laptop. The app is a better experience overall, as the website is a bit busy. There were no assistive technologies that I could find.

Mr. Meowski's doesn't have a mobile app, but the website is desktop friendly and fully dynamic if ordering on a phone browser. There are similar issues of accessibility as Panera.

Paris Baguette is a similar experience to Panera, only with a lot of assistive technologies directly available. I believe it is the most advanced and UX friendly out of all three.

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

Mr. Meowski's presents itself as "the" place to buy sourdough bread that is fresh, good, and high quality. It has a select number of menu items available, which gives the impression that those items are all delicious.

Panera seems to be more focused on their food items rather than true bakery products. They are frequently coming out with new menu items, such as flatbread pizzas, toasted baguettes, and warm bowls. They offer convenient meal options, especially focused on families - with the "Family Feast Value Meals".

Paris Baguette presents itself as a true bakery. As soon as you go to their website, you are shown animation videos of baked goods. They also create beautiful cakes, and those are displayed on the homepage.



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

Mr. Meowski's states that "Good bread is hard to find. Fresh bread is even harder to find. Good fresh sourdough bread is almost impossible to find. Good fresh sourdough bread that can be purchased straight out of the oven or at a grocer near you, unheard of!" Sourdough bread is their main product and is high quality.

Panera states that it is a place for "good food served in warm, welcoming spaces by people who care, can bring out the best in all of us." Even though the company has grown significantly, its values, purpose and core beliefs remain the same.

## 6. Competitors' strengths (List)

Mr. Meowski's:

- Good quality products, it focuses on what it does really well
- Unique in its branding

Panera:

- Well-known company
- Rewards program
- Advanced order placing

Paris Baguette:

- Assistive technologies front and center
- Rewards program
- Advanced order placing

## 7. Competitors' weaknesses (List)

Mr. Meowski's:

- No mobile application
- Ordering process is a little clunky with having to navigate to 2 different sites to place an order
- No AT directly on website

Panera:

- Too many menu items (in my opinion)
- No AT directly on website
- No way to filter products by availability



## Part 2 - Competitive Audit Report

Google UX Design Certificate

Paris Baguette:

- Not all items have photos
- Not all locations have online ordering
- No way to filter products by availability

### 8. Gaps (List)

Mr. Meowski's:

- No assistive technologies

Panera:

- No menu filtering for available items only
- Focused on a lot more than bakery items (flatbread pizzas, sandwiches, soups, etc)

Paris Baguette:

- No menu filtering for available items only

### 9. Opportunities (List)

Ability to filter menu items based on availability  
Application is friendly to assistive technologies

