

# Competitive Audit Report

## 1. Competitive Audit Goals

Compare the user experience of each competitor's website with an emphasis on the features that they offer.

## 2. Key Competitors

Our key competitors which we have researched are:

- Sainsbury's
- Tesco
- Waitrose
- Lidl
- Ocado
- Walmart (Indirect)

## 3. Type and quality of competitor's goods

All of these competitors sell groceries and household products. Some of them also sell things like homeware, furniture, clothing and beauty and personal hygiene products.

**Sainsbury's** website is simple and easy to use and great for browsing products and ordering groceries for click and collect or delivery. Additional features include recipes and a meal planner which lets you choose different recipes for a week and create a shopping list accordingly. It is also easy to give feedback on both the website and company at large. One of the downsides of the website is how unintuitive the store locator feature is. It is difficult to find on mobile (on the navigation at the bottom of the website) and the map features are limited.

**Tesco's** website is simple and easy to use and the sign up process is very straight forward. Browsing products and ordering groceries for delivery or click and collect is very easy and on top of that you can look up a specific store and find out the availability of different products and find where they are located within the store. This is a very intuitive and useful feature which I did not find on any of the other competitors websites. It is also easy to view your club card details and points on the website. The overall usability of Tesco's website is good, however some areas of the website have too much text/information which can be a little overwhelming at times.

**Waitrose's** website lets users browse products and order for delivery or click and collect. A key feature of theirs is having a section dedicated to "Entertaining" which lists products that are good for hosting big groups. While it is quite easy to use the website, overuse of promotional banners and additional promotions before checkout hinders the user flow. A useful feature which Waitrose offers is a multi-search function which allows you to type in a list of products and shows results for each one on separate pages. Waitrose also offers a range of recipes on their website.

**Lidl's** website allows you to view their range of products and promotions and has a range of recipes on display. Overall the features were limited and poorly designed. While the products are listed on the website they were poorly categorized and a lack of a search bar makes the process very unintuitive.

**Ocado's** website allows you to browse their range of products and order for delivery. While the functionality of the website works well, the aesthetics and overall design of the website is quite messy. The elements for the website (particularly product listings) are too small, there is too much text and information and a lack of brand identity makes the website a little overwhelming to use.

**Walmart's** website allows you to browse their range of products and order for collection or delivery. The amount of additional features on their website is limited but browsing and ordering products is very straight forward.

## 4. Competitors Positions in the Market

**Sainsbury's** and **Tesco** are in the middle of the UK supermarket price range. They are the two most popular supermarkets in the UK and are catering to the general public.

**Waitrose** is at the top end of the UK supermarket price range and prides itself on its good quality products. Their target market is high earners and middle class families.

**Lidl** is at the bottom of the UK supermarket price range and prides itself on its affordable but good quality products which they achieve by keeping their operation simple.

**Ocado** is an online supermarket that doesn't have brick and mortar stores. They keep their costs down by operating directly out of warehouses and offer a wide range of products.

**Walmart**, the largest supermarket chain in the US is an indirect competitor. They offer a wide range of products at affordable prices.

## 5. How do competitors talk about themselves?

**Sainsbury's** markets itself as being accessible and affordable for everyone and having a range of products for different price points. This is reflected in their various product ranges from "Stamford Street Co." which is their budget range and "Taste the Difference", their premium range. Their legacy as being one of the oldest large supermarket chains gives an air of experience and confidence in what they do. Their accessibility is reflected in their website which is easy to use and screen reader compatible.

**Tesco** markets itself as a source of healthy, affordable and sustainable food trying to improve the quality of life for its customers and promoting an easier way of living. Their use of promotional offers such as "Buy one get one free" and clubcard promotions promote a sense of getting a good deal. Their origins as a market stall makes them feel humble and empathetic to their customers.

**Waitrose** markets itself as having ethically sourced, good quality products which are good value for money. This is reflected in the amount of promotional offers they have. They also pride themselves on their great customer service which they attribute to the fact that their employees have a stake in the business.

**Lidl** markets itself as providing good quality products at the lowest prices by keeping their operations simple and sustainable. This is reflected in the poor quality of their website as presumably this is one of the areas they have cut costs on.

**Ocado** markets itself as an online grocer that offers high-quality food, drink and household goods with the aim of changing how people shop for groceries. While this might have been true at one point their online shopping experience is not as good as other supermarket retailers.

**Walmart** markets itself on its wide range of products, low price and accessibility. This is reflected in the broad range of products they offer on their website and how screen reader friendly their website is. They also mention their humble origins which suggests a sense of achievement and success as well as a sense of empathy with the general public.

## 6. Competitor's Strengths

### **Sainsbury's**

- Their website is easy to use and accessible
- The meal planner seems like a useful feature

- Their descriptions are short and to the point while conveying all necessary information

#### **Tesco**

- Their website is very intuitive and offers a wide range of features which all work well
- Their store locator and option to select a store to see product availability and location is superb.
- Their website is compatible with screen readers.

#### **Waitrose**

- Their brand identity suits the market they are targeting
- The website has a clean aesthetic
- Purchasing goods is easy
- Their multi-search option is useful

#### **Lidl**

- Their brand identity is clear and consistent

#### **Ocado**

- Easy to order products
- Intuitive shopping list creator

#### **Walmart**

- Simple and usable website
- Screen reader compatible

## **7. Competitor's Weaknesses**

#### **Sainsbury's**

- Their store locator could be more intuitive
- Doesn't offer product information on specific stores
- The slot selection page could be better - when you select a slot it shows a price but if your order is small the price is increased on the following page which is misleading
- The address input fields could be more streamlined
- The landing page feels a little overcrowded, especially on mobile

#### **Tesco**

- The overuse of cold colours makes it feel a little cold and sterile
- Some pages have an overabundance of information while others lack information
- The contrast in colour of buttons when hovered are not high enough

#### **Waitrose**

- There are too many promotional banners throughout the website and too many promotions when you are trying to check out that cause the user flow to be disrupted
- Their mobile website could be better - The top navigation bar looks cluttered and the spacing of some of the objects feels a little off
- The overall content size for products is a bit small
- Some of the text sizes and weights are a bit small and thin
- Some areas of the website are not very screen reader compatible

### **Lidl**

- An overall lack of balance across the website
- The website overall lacks useful features - There is no search function for finding products, you can't order food
- The categorisation of their products is poor and you have to click through many pages to get to the listed products
- You can't access their loyalty card through the website
- The website is not that screen reader friendly
- Some of the promotional banners are too small
- The contrast of a lot of the promotional images is too low
- The "our products" button isn't in a prominent enough place considering its one of the key features of the website
- Some of the descriptions are a bit too long

### **Ocado**

- An overall lack of balance and a cluttered feeling across the website
- While most of the website is responsive some elements aren't - the nutrition information is not responsive
- Each product and its info is too small when browsing products - This makes it hard to read the information and also makes the page feel cluttered because there are too many products listed.
- Not very screen reader friendly
- Overall hierarchy of information is bad
- When checking out there are two extra steps trying to sell you more products which interrupts the flow
- There is too much written information and content
- The brand identity of the website is all over the place - use of different logo styles and too many colours.
- There are a lot of descriptions that are long and waffle.

### **Walmart**

- The landing page has a lot of content which could be labeled better (many promotional banners relating to different categories but the respective categories aren't always labeled clearly)
- No nutritional information in product description
- No customer reviews

- No store locator feature
- Product information is far down the hierarchy on the specific product pages - related products is above the product information

## **8. Gaps**

- None of the competitors offer store maps

## **9. Opportunities**

- Creating a well rounded app that includes all the useful features we have found across different competitors websites and bundle them into one - Home delivery/ collection and in store information, the ability to write shopping lists and create shopping list templates/ intuitive store locators/ customer reviews/ easy feedback
- Create a store map feature that highlights isles and their products and facilities such as the toilet and information kiosk.