Competitive audit	Goals- Compare the Competitor for making unique and attractive application															
	General information							UX (rated needs work olesy, good, or outstanding)								
								First i	mpressions	Mobile App Interaction			Visual design	on Mobile App Content		
	Competitor type (descr or indescr)	Location(s)		Price Website (\$-5555) (URL)	Business size (small medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Pune Tadka	Indirect	Pune		as per selection NO internet absence	Small	Local students,	collection of Chineese food	NL	NL	NL.	NIL.	NE.	NL	Brand identity	NI	NI
Italian world	Indirect	Pune	tilian Food	as per selection <u>www.balanworld.com</u> differ	medium	students,working emloyee	famous for pizza	Good + Good picture representation - loading time is more	okay + Essy to use - App is only available in English	Good + easily adding or removal of order - applying other at payment not work	Good + direct cart option available - No features for audio or visual impairments	okay + Simple and exay	Good  + easy to ravigate  - drawer system not work on swiping we have to ness a hunner into	need works +icon is clear and understandable -some area bold text is used	Friendly and informative	Need to work + small and understandable -Color coding not matched with navigate page
AZZ Adda	Direct	Pune	Chineese , Blian , inidian & beverages	as per selection <u>www.a2zadda.com</u> differ	large	students, working emloyee, families	all types of food present with beverages	Good + Graphics is excellent - loading time is more	outstanding + interface and coloring is very good +aviable in local language is also present	Good + easily adding or removal of order - applying offer at payment not work	Good  + cart and ordering option are easy to accessible  + easily switch to local languages	okey + Simple and easy	outstanding + Easy and smooth navigation +Drawer system work on sliding	outstanding + logo is very sitactive + uniform test - flood color combination	Priendly and informative	Good + arrail and attractive + good layout to define the items
Food4u	Direct	Pune	Chineese , Inidian & beverages	as per selection www.Food4u.com differ	medium	students,working emloyee, families	good in indian food offering good thasil system. Good covering of market with offering meal with good combos	Outstanding +SEO is very good +loading time is less	outstanding + arnal size with all features + good layout design	Good  + varity of payment options aviable  + cancelation process is very easy  + easily adding or removal of order	Good  + offer option direct accessible  + chat with representative is also avisible	okay  + Simple and easy + easily aveitch to any other page +loading time is very less	outstanding + Easy and smooth navigation +Drawer system work on sliding	outstanding + logo is very attactive + uniform test +Good color combination	Priendly and informative	Good + arrail and attractive + good layout to define the items