

1. Competitive audit goal(s)

Compare the booking experience of each of our competitors' apps.

2. Who are your key competitors? (Description)

Our key competitors are Brubeck bakery, a bakery chain started in 1857, which is slightly more expensive than Le Bon, has more locations and has a wide range of offerings from cakes to eclairs. It is known for its tea cakes.

Our other competitor is Café Regal, a Parsee style family café famous for its cheap beverages. The pricing is at par with Le Bon.

Another competitor is Barista which is a lot more expensive but has a dedicated consumer base which keeps coming back for its brownies.

Barista, Café Regal are direct competitors whereas Brubeck is an indirect competitor to Le Bon café and bakery.

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

Brubeck's app is easy to use and has a very simple user interface. It lets the users schedule a booking, add items to preorder and then check out. The app does not allow the customers to cancel nor reschedule their booking. It details emphasis on "home cooking" but does not reveal the ingredient list for items available for purchase. The app also does not have audio output accessibility and is available only in English.

Café Regal's app has a very clean user interface. It lays emphasis on the visual impact of the food being offered by them with no description of items nor an ingredient list. The app could be difficult for the Next Billion Users to navigate as it has pull down menus etc. which they might not be familiar with. This app too does not have audio output accessibility and is available only in English.

Barista's app revolves around elegance and luxury. It offers multilingual accessibility and audio output which fits seamlessly in the app. There is no call assistance present which might making a booking difficult for some users. This app too does not allow the customers to cancel nor reschedule their booking.

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



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Brubeck positions itself in the market as over 150 years of trust. Despite its products being on the expensive side, consumers keep coming back due to the ‘from our home to yours’ feel of the bakery. The simple UI is non fussy, and people love going back to booking through it.

Café Regal markets itself as a Parsee family style café. Its app clearly shows how the café provides special blends of tea and coffee in Parsee-style which attracts new customers while maintaining the original consumer base.

Barista has had a strong hold of the café business and markets this through the presence of their huge chain of cafes and takes pride in the consistency of their products. It dominates the market for expensive beverages due to their loyal consumer base. The app shows the importance of branding for the café but does little to attract new customers.

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

Brubeck positions itself in the market as over 150 years of trust. They speak how their motto of ‘from our home to yours’ is very important it to them and has thus been implemented in the clean and simple look of their café and app.

Café Regal markets itself as a Parsee family style café. The café emphasizes that it provides special blends of tea and coffee in Parsee-style which it talks about even in its app.

Barista takes pride in the consistency of their products. Its “our branding speaks for itself” feel shows how luxurious the café makes its customer feel, even throughout its app.

6. Competitors’ strengths (List)

Brubeck’s strengths:

- Booking and payments on their app is very easy.
- The app design is very simple and clean.
- The welcoming stature of its café blends into its app too.

Café Regal’s strengths:

- It sells specials not available at other cafes.
- The app design is clean and simple.

Barista’s strengths:

- The branding is very consistent.
- The app has a very luxurious feel.

7. Competitors’ weaknesses (List)



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Brubeck's weaknesses:

- No audio output accessibility.
- The app is available only in English.
- There is no ingredient list available.
- Cannot cancel or reschedule bookings.

Café Regal's weaknesses:

- No audio output accessibility and is available only in English.
- The app might be difficult to use for new users.
- There is no ingredient list nor description of items available.

Barista's weaknesses:

- The branding could be overbearing.
- The café is very expensive and loses a lot of mid segment consumers.
- No call assistance available.
- Cannot cancel or reschedule bookings.

8. Gaps (List)

Some gaps we identified include:

- Competitor products do not offer ingredient list for items.
- Competitor products provide a limited amount of accessibility features.
- Competitors do not offer cancelling or rescheduling of bookings.
- The app design was not very intuitive.

9. Opportunities (List)

Some opportunities we identified include:

- Disclosing ingredient list for items to market as trustworthy.
- Including accessibility features such as voice assistants, screen readers etc.
- Offering cancelling or rescheduling of bookings.
- Making the app design intuitive and easy to navigate for even new user.

