

**Competitive audit** Competitive audit goal

General information								Interaction				Visual design	Content	
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$, \$\$\$)	Business size (small, medium, large)	Target audience	Unique value proposition	App experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Cebu Buns	Direct	Vancouver	Filipino Cuisine	\$\$	Small	University students, working adults	Offers the option to order your food a future date and time	<b>Great</b> <ul style="list-style-type: none"> <li>Simple ordering process</li> <li>Easy to use, clean design</li> <li>Could be better at presenting their menu (which is a key element for a food truck app)</li> </ul>	<b>Great</b> <ul style="list-style-type: none"> <li>Great font-size, great contrast in colour</li> </ul>	<b>RATING</b> <ul style="list-style-type: none"> <li>Easy and useful order and payment processes</li> <li>Account is required to order</li> </ul>	<b>Great</b> <ul style="list-style-type: none"> <li>Straight forward, basic navigation</li> <li>Can't view the menu without pressing 'Order Now'</li> </ul>	<b>RATING</b> <ul style="list-style-type: none"> <li>Strong brand identity including colours, fonts, style, and imagery</li> <li>Visual design communicates company ethos</li> </ul>	Concise, straightforward, and fun	<b>Great</b> <ul style="list-style-type: none"> <li>Informative menu</li> <li>Great shows the location on the maps</li> <li>Business hours are greatly laid out</li> </ul>
BC Taco	Indirect	Vancouver	Mexican Cuisine	\$\$	Medium	University students, working adults	Shows a rating system on each of the menu	<b>Good</b> <ul style="list-style-type: none"> <li>It is pretty straight forward, very simple to use for ordering</li> <li>Similar layout to uber eats/door dash thus user is already familiar with the flow</li> <li>There is no actual app, the ordering system is mostly based on their website app.</li> <li>Limited features available in desktop version</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>Small size texts</li> </ul>	<b>RATING</b> <ul style="list-style-type: none"> <li>Clear user flow</li> <li>Ordering without an account is just as easy</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>Very straightforward ordering process</li> </ul>	<b>RATING</b> <ul style="list-style-type: none"> <li>Clean, modern and simple</li> <li>The branding is not as strong, the typeface and visual are not consistent with the website</li> </ul>	Sophisticated and informative	<b>Good</b> <ul style="list-style-type: none"> <li>Great descriptive info on the menu</li> <li>Opening hours are only display for that specific day, should have shown at 7 days info</li> </ul>
The Mid East Feast	Indirect	Vancouver	Middle Eastern Cuisine	\$\$	Medium	University students, working adults	Offers the option to buy/send gift card	<b>Great</b> <ul style="list-style-type: none"> <li>Simple ordering process</li> <li>Modern, bold design</li> </ul>	<b>Great</b> <ul style="list-style-type: none"> <li>Great font-size, great contrast in colour</li> </ul>	<b>RATING</b> <ul style="list-style-type: none"> <li>Easy and useful order and payment processes</li> <li>Account is required to order</li> </ul>	<b>Great</b> <ul style="list-style-type: none"> <li>Straight forward, clean, basic navigation</li> </ul>	<b>RATING</b> <ul style="list-style-type: none"> <li>Great brand identity</li> <li>Consistent visual through the app</li> <li>Fair images/visual for the menu</li> </ul>	Engaging, casual and fun	<b>Great</b> <ul style="list-style-type: none"> <li>Informative menu</li> <li>Great shows the location on the maps</li> <li>Business hours are greatly laid out</li> </ul>