| Competitive audit | Ingettiev außt Geal: Compare Design of meru & payment of each competitors | | | | | | | | | | | | | | | | |
|--------------------------------|--|---------------------|---|--|---|--|--|--|---|---|---|---|--|---|--|---|--|
| | | General Information | | | | | | | VX /with methanok, okey good or outbardingi | | | | | | | | |
| | | | | | | | | First impressions | | Interaction | | | Visual design Content | | | | |
| | Competitor type (direct or indirect) | Location(s) | Product offering Price | Website (URL) | Business size (smail, medium, large) | Target audience | Unique value proposition | Desktop website experience | App or mobile website experience | Features | Accessibility | User flow | Navigation | Brand identity | Tone | Descriptiveness | |
| Domino's Pizza | Indirect | Shirdi | Various types of Pizza's, Sweets and beverages | https://pizzeonline.dominos.co. in/menu | Large | Audience which comes under lower middle class and middle class income group. | A hot pizza delivered in less than 30 minutes or it's free. | Outstanding - Fon and easy to use - Engaging arimations - Clear branding - Various payment options available - Char Feature available on desktop site | Fun and easy to use Various payment options available Notifications of latest offers | Outstanding + Online ordering feature + "Create account" feature + Live tracking of ready to eat or pickup feature + Add to favourite option available | Images of menu items are clear and legible Menu compatible with screen reader technologies | Outstanding + Easy to find key info (menu, location, hours and tracking) + Clear hierarchy, difficult to scan quickly + Info is kept up to date (e.g., holiday opening) | Outstanding + Easy to navigate + Clear indication of clickable elements | Outstanding + Strong brand identity, including colors, font, style, motion, imagery. + Visual design communicates compaby ethos | Engaging, concise and informative | Outstanding + Short + Focused on info relevant to target audience | |
| Failsos (Merged in Eatsure) | Indirect | Pune | Various types of Wraps 👯 | https://www.faasos. combolections | Medium | Audience are students, piecple who have just begged their first jobs and newly married working couples who don't have time to cook. | Fun and friendly food wraps | Okay - Walcoming and easy to use - Easy sign up process - Meimalist design - Feels dense and overwhelming in places - Limited feetures available in desitop version | Good - Notifications of latest offens - Clear and minimalist menu - Margad with Estsure - Some features don't work as intended | Good + Multiple payments method available with icons - Clear and mimalist menu and pay page - Redeemable points - Multiple payments method available with Sodtoo sa well - Add to favourite option missing | Good - Meru compatible with screen reader technologies - Multiple payments method available with dedicated Payment icons - Website only available in English | Good - Easy to find the menu - Seasonal and holiday times are not clear | Need work - Somewhat difficult to navigate - Payment process without an account is repetitive and frustrating | Good • Visual design communicates company ethos • Modern and trendy design | Sophisticated and informative | Good - All law info is present - Too descriptive in cart | |
| Swiggy | Direct | Kopargaon | Meals and Fast foods 🛛 👯 | https://www.swipgy. com/restaurants | Large | own and working | Customer obsessed and to incluige in one serve orders that, too, without extra charges. | Good • Visually appealing • Welcoming and easy to use • Easy to navigate and find information • Missing ratings (Sometimes) | Outstanding - Fully responsive - Engliging animations - App can be downloaded to collect points - Various payment options available - Redeemable/Add money/Add voucher | Outstanding - Fully responsive - Engaging animations (sime as desktop) - App can be downleaded to collect points - Various pyrmeet options available - RedeemableAdd moneyAdd voucher - Personalised offerings via notifications - Add to favoruite option available | Good - Menu compatible with screen reader technologies - Website only available in English | Good - Easy and useful order and payment process - Seasonal and holiday times are not clear | Outstanding - Very easy to raivigate + Familie way to raivigate (e.g., swipe) + Easy to switch locations | Outstanding + Strong brand identity, including colors, font, style, motion, imagery | Friendly and direct | Outstanding - Easy to follow - All lay infor is present - Short and to the point | |
| Zomato | Direct | Pune | Meals and Fast foods 👯 | https://www.zonato.com/ | Large | first group includes | the rating. Also offers a one-stop- shop for foodies and facilitates restaurants to be different. Using the app, customers are able | Outstanding - Welcoming and easy to use - Yousky spepaling and elegant design - Yousky spepaling - You and y easy to use - Clear and engaging menu | More offerings with more discounts Clear and engaging menu Fun and easy to use Multiple payments method available with Sode Redeemable/Add money/Add voucher | Outstanding - Early sign up process - More offerings with more discounts - Clear and enging memu - Fun and easy to use - Multiple payments method available with Sodeco as well - Personalised offerings via notifications - Adds to facounte option available | Good - Menz compatible with screen reader technologies - Website only available in English | Outstanding - Easy and useful order and payment process - Straightforward user flow | Outstanding - Easy to multiple - Easy to switch locations | Outstanding - Strong hand identity, including colors, fort, style, motion, imagery, and photography + Clear color scheme and art direction | Friendly and direct Engaging, concise and informative | Outstanding - All levy infor is present - Short and to the point | |