

## Competitive audit

**Goal:** Compare Design of menu & payment of each competitors.

User: Compare Design of menu & payment of each competitors																
General information							UK (Visited needs work, say good, or outstanding)									
Competitor type	Location(s)	Product offering	Price (₹/plate)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions		Interaction		Visual design		Content		
Desktop website								Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Dominio's Pizzeria	Indirect	Direct	Various types of Pizzas, Sweets and beverages	<a href="https://www.dominios.com/">https://www.dominios.com/</a>	Large	Audience which comes under middle class income group	A hot pizza delivered in less than 30 minutes or it's free.	<b>Outstanding</b>	<b>Outstanding</b>	<b>Outstanding</b>	<b>Good</b>	<b>Outstanding</b>	<b>Outstanding</b>	<b>Outstanding</b>	<b>Engaging, concise and informative</b>	<b>Outstanding</b>
								• Fast and easy to use	• Fun and easy to use	• Online ordering feature	• Images of menu items are clear and legible and feedback	• Easy to find the menu (items, location, hours and feedback)	• Easy to navigate	• Strong brand identity, including colors, font, style, motion, imagery	• Short	
Fusion (Merged in Future)	Indirect	Pune	Various types of Wraps	<a href="https://www.fusionpune.com/">https://www.fusionpune.com/</a>	Medium	Audience are students, people who have just budgeted their first and mostly married seeking couples who don't have time to cook	Fun and friendly food wraps	<b>Good</b>	<b>Good</b>	<b>Good</b>	<b>Good</b>	<b>Good</b>	<b>Need work</b>	<b>Good</b>	<b>Sophisticated and informative</b>	<b>Good</b>
								• Clear and minimalist menu	• Clear and minimalist menu	• Menu compatible with screen reader	• Easy to find the menu	• Somewhat difficult to navigate	• Visual design communicates company ethos	• All key info is present		
Swiggy	Direct	Karganagar	Meals and Fast Foods	<a href="https://www.swiggy.com/">https://www.swiggy.com/</a>	Large	Customer obsessed and to indulge in one same order that, that, with custom order changes.	Fun and friendly food wraps	<b>Good</b>	<b>Outstanding</b>	<b>Good</b>	<b>Good</b>	<b>Good</b>	<b>Outstanding</b>	<b>Outstanding</b>	<b>Friendly and direct</b>	<b>Outstanding</b>
								• Welcoming and easy to use	• Full responsive	• Easy to find the menu	• Very easy to navigate	• Strong brand identity, including colors, font, style, motion, imagery	• Easy to follow			
Zomato	Direct	Pune	Meals and Fast Foods	<a href="https://www.zomato.com/">https://www.zomato.com/</a>	Large	It targets two kinds of audience. The first group offers a one-click ordering for foodies and families who order their food from the first group	Using the app, customers are able to receive their ordered food fast to their door in lesser time.	<b>Outstanding</b>	<b>Outstanding</b>	<b>Outstanding</b>	<b>Good</b>	<b>Outstanding</b>	<b>Outstanding</b>	<b>Outstanding</b>	<b>Friendly and direct</b>	<b>Outstanding</b>
								• Clear and engaging menu	• Fun and easy to use	• Menu compatible with screen reader	• Easy to find the menu	• Very easy to navigate	• Strong brand identity, including colors, font, style, motion, imagery and photography	• Easy to follow		