Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

Compare the user experience of the menu & payment system of each competitors app/website

2. Who are your key competitors? (Description)

UberEats and DoorDash is a direct competitor that lets users order directly from an app of various food items and other, where they can either pick up or have it delivered. Yelp is an indirect competitor who mostly does food and other product reviews, and uses third party food order.

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

UberEats is a large corporation that serves the local areas and focuses their attention to the millennials. The app is visually very nice, it has tons of options to go from and also has a delivery or pick up option. The checkout is simple and payment info is already recorded; it also comes with a map integration. Easy to navigate and find items in the app but you have to change your device language in order to change the app language.

DoorDash is also a large corporation that most local millennials and college students use to get fast and efficient food delivery. The applications are very appealing, especially the hierarchy and well organized. The app is food focused but also adheres to other products, offers pick up and delivery service and map integration. Plus it's easy to find items and navigate but language support is only through browsers and mobile has not support.

Yelp is a large corporation that mostly young adults to college students use to find high rated restaurants or services. It mostly serves as a platform for people to leave reviews of food or product/service. The applications have good visual hierarchy and design is simple to work with and navigate. But the web is outdated and not appealing, ordering is done by a third party system. Which in turn makes the ordering very tedious for busy people, language is supported only through devices.

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

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UberEats is simple but intuitive and the application has a modern design element to it. They serve to make local suburban areas people's life easier by adhering to all their daily or weekly needs. Most people from large income families use this application to order food or items from stores.

DoorDash is more of a local middle class family adhered to and has simple design so that busy young office workers or college students have food ready to go.

Yelp is more directed towards young enthusiastic adults and more income families who want to find a good reviewed restaurant or service being done in their area.

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

UberEats markets itself as a corporation that helps cater to local-suburban areas with quick access to food delivery/pick up. While offering jobs to many who are in the market to get a side hustle.

DoorDash markets itself as a corporation that helps first time users and offers them a convenient way to order food. While also offering jobs to many who are in the market for quick payment.

Yelp mostly markets toward getting users to leave reviews for anything from food to home service plus more...and order via third party for delivery or pick up.

6. Competitors' strengths (List)

UberEats

- Visually appealing design to communicate company ethos effectively
- Keeps payment info
- Map integration
- Online menu and functional ordering system
- Personal account

DoorDash

- Visually appealing design to communicate company ethos effectively
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- Online menu and functional ordering system
- Personal account

Yelp

- Map integration
- Personal account
- Many reviews from different people

7. Competitors' weaknesses (List)

UberEats

- Complicated UI placements
- Overwhelming when searching for food items
- Language support only through device
- Complicated when scanning through
- Finding cart can be hard and tedious
- Info missing on preview of food or product

DoorDash

- Layout is tedious sometimes
- Constantly have to scroll
- Checkout has extra steps
- Language is only supported via browser none in-app
- Finding cart can be hard

Yelp

- Design on web is outdated & not appealing, complicated
- Mostly review focused
- Third party ordering
- Language support is only through device
- When ordering it has many steps that a busy person won't have time to handle
- Finding cart is impossible
- Photos are mainly done by users
- Unnecessary info on preview of item

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8. Gaps (List)

Some gaps includes:

- Both UberEats and DoorDash cart is hard to find, Yelps is almost impossible to find
- Only UberEats offer to save your favorite item & store the others just let you save a store that you like
- Yelp has to use third party payment system to make purchase and delivery

9. Opportunities (List)

Some opportunities identified includes:

- Provide a way for users to reorder past saved items
- Provide simple and quick checkout
- Provide access to language settings
- Provide a cart icon for easy access and a reminder
- Make menu easy and fun to read
- Provide simple layout so scrolling is easier and users don't get lost