

Competitive audit

Competitive audit goal: "Compare the scheduling experience of each competitor's app."

General information								UX (what needs work, what good or outstanding)											
Competitor type	Location(s)	Product offering	Price (\$, €)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions		App or mobile website experience		Interaction		Navigation		Visual design		Tone	Content
								Desktop website experience	App or mobile website experience	Features	Accessibility	Usability	User flow	Search	Navigation	Brand identity	Color	Text	Descriptions
Cherks (Our company)	Bangkok, Thailand	All restaurant around ten area from your location	\$1	www.cherks.com	Medium	Local	Offering a clear picture of the restaurant and where the available tables are	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
								+ Easy to navigate and find information	+ Fully responsive	+ "Create account" feature	+ "Create account" feature	+ Website available in two languages	+ Easy to find key info (menu, location, hours)	+ Easy to navigate	+ Clear color scheme, font, and art direction	Friendly in some places	+ All key info is present		
Tatkin	World Wide	All type of restaurant from street food to hotel catering	\$1	https://www.tatkin.com/	Large	Medium-high money income users	Clear branding the most recommended restaurant system for small restaurant. Content is Facebook - provide an easy access to users.	Need Works	Need Works	Need work	Need work	Need Works	Need Works	Need Works	Good	Good	Good	Good	Good
								+ Visually appealing	+ Only available in desktop	+ "Create account" feature	+ "Create account" feature	+ Website only available in English	+ "Name to search to find home	+ Screens	+ Clear color scheme, font, and art direction	Friendly / Fun and direct	+ All key info is present		
Open Table	World Wide	All type of restaurant from street food to hotel catering	\$10	https://www.opentable.co.uk/	Large	Medium-High money income users	Offering with discount on certain restaurant.	Outstanding	Outstanding	Good	Need work	Clear	Good	Outstanding	Outstanding	Outstanding	Outstanding	Outstanding	Outstanding
								+ Fun and easy to use	+ Fully responsive	+ Store locator feature	+ Website only available in English	+ Clear promotion - Seasonal and holiday times	+ Full to use	+ Screens	+ Clear color scheme, font, and art direction		+ Short and to the point		
Eatigo	Asia	All type of restaurant from street food to hotel catering	\$10	https://eatigo.com/	Large	Everyone	Friendly colors looking branding. Offering with discount on certain restaurant.	Good	Good	Outstanding	Okay	Outstanding	Good	Good	Good	Clear	Clear	Clear	Clear
								+ Easy to navigate and find information	+ Key information is present	+ Offer more than 20 languages	+ Website available in more than 20 languages	+ Clear promotion - Seasonal and holiday times	+ Easy to find key info (menu, location, hours)	+ Screens	+ Clear color scheme and art direction	Friendly yet Clear and indirect	+ Easy to follow		
QwaQ	Bangkok, Thailand	All restaurant around ten area from your location	\$	https://www.qwaq.me/	Medium	Local middle-class	Fun and friendly branding focusing in saving process. The users must already know what to eat, or the food type and priority	Need Works	Outstanding	Good	Good	Good	Good	Good	Outstanding	Outstanding	Outstanding	Outstanding	Outstanding
								+ Only available in app	+ Fully responsive	+ Store locator feature	+ Menu is compatible with screen reader	+ Easy to find key info (menu, location, hours)	+ Screens	+ Easy to navigate	+ Clear color scheme, font, and art direction	Friendly and indirect	+ Focused on info relevant to target audience		