

Competitive audit

Competitive audit goal: Compare the ordering process on each bakery website/app

General information								
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	
Mealime	Indirect	Online	personalized meal planning, grocery planning, recipes/cooking instructions	\$	https://www.mealime.com/	Medium	Adults, 18-60	"We've made meal planning, grocery shopping, and cooking as simple as getting takeout."
Yummly	Direct	Online	Customized meal planning, recipe scheduling, grocery planning, grocery delivery integration	\$	https://www.yummly.com/meal-planning	Large	Adults, 18-60	"Our mission is to be the smartest and most helpful food platform in existence"
Whisk	Indirect	Online	Recipe saving, meal planning, grocery planning, recipe sharing	\$	https://whisk.com/	Large	Adults, 18-60	"Meet the all-in-one app for recipe saving, meal planning, grocery shopping, and recipe sharing."
Cookpad	Indirect	Online	Recipe sharing, cooking tips, community platform	\$	https://cookpad.com/us	Medium	Adults, 18-60	"Our mission at Cookpad is to make everyday cooking fun, because we believe that cooking is key to a happier and healthier life for people, communities and the planet. We empower homecooks all over the world to help each other by sharing recipes and cooking tips."
BigOven	Direct	Online	Meal planning, grocery planning, leftover ideas, cooking tips	\$\$	https://www.bigoven.com/	Large	Adults, 18-60	"With BigOven, you can take your recipes anywhere, make grocery lists, reduce food waste and easily share your favorite creations with your friends, family or even your future self when you need them."

LUX (rated: needs work, okay, good, or outstanding)									
First impressions		Interaction				Visual design		Content	
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
Good + Easy to navigate + information is clear and concise - Limited features compared to app	Outstanding + Very easy to navigate + Walks user through the process of creating a meal plan + Visually clean and simple	Outstanding + Food waste tracking + Preference/needs filtering for recipe choices (allergies, vegetarian, low carb, etc.) + Automatic grocery list compilation (groceries are separated into categories)	Good + Contrast is good and fonts are large + Option to give feedback on the app - no other languages offered - nutritional facts only offered on paid plan	Outstanding + Walks user through building a meal plan and then grocery list from plan + Recipes are separated into categories for easier viewing	Good + Easy to use + Easy to filter based on preferences + Clear labeling	Good + Typography and colors are consistent with branding - logo is rarely seen on app	informative and straightforward	Outstanding + recipes are very informative from cookware to instructions - some information is hidden behind pay wall	
Good + easy to navigate, simple menus - desktop version puts multiple pages on 1 screen which can be overwhelming	Good + layout is clean and organized making it easy to navigate - overwhelmed by amount of information	Outstanding + Virtual pantry allows users to track what ingredients they already have to avoid waste + Users can order groceries on their list straight from the app + Meal planner allows users to easily schedule meals	Good + imagery paired with almost all text + options for voice control - no other languages offered - some text over images is difficult to read	Okay + beginning walks user through setting up profile and food preferences - some wording is confusing - homepage is overwhelming and confusing (too much information, too much scrolling)	Good + Simple navigation with easy to understand iconography - some pages have a lot of information that make it difficult to find what you're looking for	Okay - colors used do not reflect logo + consistent iconography and coloration	informative and detailed	Good + Walks user through meal planning and cooking, step-by-step + Well-rounded descriptions for recipes and cooking tips - Text heavy explanations	
Outstanding + Intuitive layout that is easy to follow + Organized into meaningful sections that are clearly labeled + Quick add buttons make process faster	Outstanding + Colorful, vibrant design with lots of pictures + organized into meaningful sections that are clearly labeled	Outstanding + Communities for engagement and inspiration + Weekly meal planner and calendar + Automatic and customizable grocery lists	Good + Clear hierarchy with typography + Text is often combined with visual cues and imagery - Some text over images is difficult to read	Good + Pages are well organized but do not interact much + Quick add buttons allow you to add recipes to different places (cuts down on the amount of CTA buttons) - Homepage is not well utilized (empty until you join communities)	Outstanding + Sections are clearly defined + Filtering options at the top of each page + Very simple to get to each feature's page	Outstanding + They incorporate their logo colors throughout the website + Imagery is also in consistent formatting	engaging and fun	Outstanding + Short and concise but very descriptive + includes additional health ratings and facts for recipes	
Good + Easy to navigate + Simple, clean layout - some features on the app do not work on the desktop - Information can get repetitive	Good + Easy to navigate + Homepage is split into toggle pages which is a nice way to break up information and keep it concise - Information can get repetitive	Okay + Ingredient look up allows you to find recipes for specific needs + user uploaded images and comments allow other users to get real-time feedback on recipes - lack of other useful features	Okay + Alt tags missing on some imagery - no preference or accessibility options under settings or profile + offered in a variety of languages (which also alters ingredient presets to what's common in the area) - some text over images is difficult to read	Good + Search and view history pop up at the top of search page for easy recall +/- Repetitive functions can be distracting but could help people find it in more than one area - Entire page from app navigation is hidden behind pay wall	Good + Labeling and division is clear + There are multiple ways to access several features - There aren't many features on each page so requires a lot of jumping back and forth	Good + Typography and colors are consistent with branding and throughout site + Logo and brand imagery is thoughtfully placed + posts and recipes are inconsistent in wording and imagery	engaging and community oriented	Needs Work - inconsistent descriptions for recipes as most are uploaded by users - No nutritional information is given for recipes	
Outstanding + menu has descriptions on what each button will lead to + headers include icons and are left-aligned giving it dedicated space making it easier to find and read + homepage displays a variety of information without being overwhelming or text heavy + navigation is very simple and easy to use	Good + text heavy sections are pared-down on the app making a better experience on mobile + menu navigation is intuitive and easy to follow - slides to the left making it interactive as well - Homepage is messier on the app than desktop - it's harder to distinguish sections and requires a lot of scrolling	Outstanding + large meal planner that is a simple calendar with a lot of function (add meals to specific time of day, easily find and drag recipes to a certain day, color coding) + Leftovers page allows user to insert 3 ingredients and find recipes that use it to help eliminate food waste + Grocery list can easily be made from saved recipes and then texted or emailed to anyone	Okay + Visibility and contrast of text is all excellent - site not optimized for text reader, text reader does not read many important details on most of the pages - no other languages or accessibility features offered	Good + CTA buttons make it easy to continue go through the flow (if you know what they are) - Some CTA buttons are not as obvious and would take some getting used to in order to use intuitively + bookmark feature makes it very easy to quickly add recipes while looking through inspiration page + planner is easy to add saved recipes to and rearrange quickly	Outstanding + Menu is easy to use and allows user to quickly switch from page to page + breadcrumb navigation allows user to quickly go back to a specific page + Links are included throughout to help user quickly navigate and bypass the menu	Outstanding + Iconography is consistent and unique to brand + Name and logo are thoughtfully placed throughout + Colors are consistent and tastefully used in text	informative and helpful	Outstanding + Each page has clear descriptions on the features + there are many recipes with videos explaining how to cook them - many recipes are lacking descriptiveness in the cooking steps - Nutritional information is hidden behind paywall	