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 ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
Rainbow Bakery	Direct	Bloomington, IN	Vegan pastries and cakes	$	https://rainbowbakery.net/	Small	Families, 25-45 year old women	"Hip bakery with retro decor, turning out all-vegan pastries & cakes, plus local drip coffee."
Two Sticks	Direct	Bloomington, IN	Items rotate weekly (includes breads, cookies, cakes, pastries)	$$	https://www.twosticksbakery.com/	Small	Professionals, 20-55	"small, from scratch bakery that is women owned & operated."
Dunkin' Donuts	Indirect	Over 8,000 locations in the US	Donuts and coffee	$	https://www.dunkindonuts.com/en	Large	young adults, 18-25 and professionals, 25-50	"America runs on Dunkin" "Everything we do is about you."
Crumble Coffee and Bakery	Direct	Bloomington, IN	Pastries and coffee	$	https://crumblecoffee.square.site/	Medium	students, 18-24 and professionals, 25-40	"Crumble proudly offers tea (Hugo Tea), locally roasted coffee (Quarrymen Coffee Roasters), quality espresso drinks, and delicious pastries made in-house."
Sugar & Spice	Direct	Bloomington, IN	Pastries, cookies, cakes and coffee	$$	https://imu.indiana.edu/restaurants/sugarandspice.html	Medium	Students and professionals, 18-65	"IU's pastry shop! Pastries, cookies, other sweet treats, and hot and cold coffee, available every day."

UX
(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
Rainbow Bakery	**Good** + Easy to navigate + information is clear and concise - not many visuals of their desserts	**Good** + Easy to navigate - not a lot of personality or color - Information is not well divided visually	**Good** + Easy online ordering, pickup & delivery + Form to fill out for custom orders - lack of information on their decorating abilities	**Needs Work** - Contrast between some fonts and background is poor + Entire webpage dedicated to allergy information	**Needs Work** + Payment process is simple and easy to navigate - Cannot see all the dessert options	**Good** + Menu is simple and easy to understand + Easy to place an order no matter what page you are on - Some sections could use better labeling to make things clearer	**Okay** + Fonts are consistent and weight is used well - website does not stick to logo colors	friendly and informal	**Needs Work** - does not craft a story about the company - lack of explanation of decoration options
Two Sticks	**Needs Work** - very plain, almost all white, no pictures - Lack of sections, unorganized	**Needs Work** - Navigation buttons move to the bottom and are hard to find - No way to make adjustments to accessibility - Very plain and unappealing	**Needs Work** + Easily send e-giftcards and schedule when they're sent - No online ordering of food - Menu is a linked PDF with very little detail	**Needs Work** - Only in English - Menu is a PDF that doesn't seem optimized for screen readers	**Okay** +Hours of business, contact info, and mission are very prominent -Difficult to find key information about menu items	**Okay** + very simple, labeled navigation - Menu is a PDF instead of an interactive page	**Needs Work** - Very little branding - Text is all black - There are no other colors besides black and white and 1 instance of their logo on the home page	Formal and informative	**Okay** + No "extras", straight to the point - Lack of explanation on menu/ordering options
Dunkin' Donuts	**Outstanding** + Colorful, vibrant design with lots of pictures + organized into meaningful sections that are clearly labeled	**Good** + Fun, vibrant designs with lots of animation + Easy navigation, very clean and simple use of tiles - No way to make adjustments for accessibility	**Good** + Rewards program + Easy to customize ordering - No order tracker	**Okay** + Easy to find allergen lists for each product - no features for audio or visual impairment	**Outstanding** + Straightforward progression throughout process of ordering + It's very easy to customize your order and pay quickly	**Outstanding** + Sections are clearly defined and use pictures + The call to action buttons are easily found and read + Very easy to switch locations or products	**Outstanding** + Their logo is on every page, used in different ways + They incorporate their logo colors throughout the website + They use fonts that are very similar to their logo for section headers	welcoming and informative	**Outstanding** + Short and concise + Fun, enticing descriptions of products
Crumble Coffee and Bakery	**Good** + Easy to navigate + Ordering process is very intuitive - very text heavy on homepage	**Good** + Easy to navigate + Ordering process is very intuitive - very text heavy on homepage	**Good** + Easily able to substitute or add to order + Option to add special requests on orders - No order tracker	**Okay** + Easy to read, good contrast - drink menu is split into two sections which could be confusing for screen readers	**Outstanding** + Each menu item is clearly defined and separated + The site takes you step by step through the ordering process + Very easy to customize your order	**Outstanding** + Minimal menu makes navigation easy to follow + Call to actions are well defined and easy to spot + Website walks you through the process	**Good** + The tone of the website goes along with their logo and branding - Photos are very basic, look like stock photos, no branding or personality	informative, clear and concise, modern	**Outstanding** + Descriptions for everything include instructions for exactly how to order online + Menu options have a good description of the product as well as what can be substituted and added
Sugar & Spice	**Needs Work** - Order buttons are difficult to find - Very little information is shown on the main webpage - Labeling is confusing and ordering online is limited	**Needs Work** - Order buttons are difficult to find - Very little information is shown on the main webpage - Labeling is confusing and ordering online is limited	**Needs Work** + online ordering for cookies - Only option is to email for any other desserts - no order tracking	**Needs Work** - Very few visual cues - the red font could be difficult to read	**Needs Work** - There is very little information on ordering - You are redirected three times before being able to see the products	**Needs Work** - site is part of the IU proper website so it is buried and difficult to find - poor button labeling makes the navigation confusing - have to get redirected several times which could lead to a misstep	**Needs Work** - Very little imagery - Dividers are not used in an effective way	formal and minimal	**Needs Work** - Very little information is given about desserts - Custom order button just goes to an email address with no description