

**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
Alamo Drafthouse Cinema	41 locations across the United States (none in Cincinnati)	immersive movie-watching experience with food and beverage service during the movie	\$\$	<a href="https://drafthouse.com/">https://drafthouse.com/</a>	Medium	Adults, 21-45	"innovative theater design, superior dining experience, and best-in-class theatrical presentation" "we have the highest percentage of recliner seating, we offer innovations like D-Box immersive seating, and we have the best light levels through our rollout of laser projection"
Cinemark Theaters	Over 525 locations across the United States	standard movie screenings with options for IMAX, XD, and 3D showings	\$	<a href="https://www.cinemark.com/">https://www.cinemark.com/</a>	Large	Families, all ages	"We believe that the size, reach and quality of the company's theatre circuit provides its patrons with a convenient and enjoyable movie-going experience" "best-in-class amenities such as plush, power recliners, MacGuffins full bars, AMC Dine-In Theatres, premium presentation formats including Dolby Cinema at AMC and IMAX"
Regal Cinemas	Over 500 locations across the United States (none in Cincinnati)	standard movie screenings with options for IMAX, RPX, and 4DX showings	\$	<a href="https://www.regmovies.com/">https://www.regmovies.com/</a>	Large	Families, all ages	"We believe that the size, reach and quality of the company's theatre circuit provides its patrons with a convenient and enjoyable movie-going experience" "best-in-class amenities such as plush, power recliners, MacGuffins full bars, AMC Dine-In Theatres, premium presentation formats including Dolby Cinema at AMC and IMAX"
AMC Theaters	Over 600 locations across the United States	standard movie screenings with options for IMAX, Dolby Cinema, and RealD 3D showings	\$\$	<a href="https://www.amctheatres.com/">https://www.amctheatres.com/</a>	Large	Families, all ages	"We believe that the size, reach and quality of the company's theatre circuit provides its patrons with a convenient and enjoyable movie-going experience" "best-in-class amenities such as plush, power recliners, MacGuffins full bars, AMC Dine-In Theatres, premium presentation formats including Dolby Cinema at AMC and IMAX"

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
Alamo Drafthouse Cinema	<b>Outstanding</b> + Easy to navigate + information is clear and concise + lots of visuals cues	<b>Good</b> + advanced filtering to find movies + rewards program - no online ordering of food and drink	<b>Good</b> + Contrast is good and fonts are large + optimized for screen readers - no other languages offered	<b>Needs Work</b> + Payment process is simple and easy to navigate - Cannot see all the dessert options	<b>Good</b> + Movie selection is simple and easy to understand + Easy to filter based on preferences + Clear labeling	<b>Outstanding</b> + Fonts are consistent and weight is used well + Website has consistent colors and branding	playful and informative	<b>Outstanding</b> + very informative on movie descriptions and details + descriptions on their offerings
Cinemark Theaters	<b>Good</b> + easy to navigate + layout is clean and organized	<b>Outstanding</b> + online ticket and snack purchasing + rewards program + watchlist to mark movies users want to see	<b>Good</b> + Contrast is good and fonts are large + optimized for screen readers - no other languages offered - no alt tags for videos	<b>Good</b> + easy to navigate + information is well organized - could use additional filtering options	<b>Good</b> + very simple, labeled navigation + submenus make it easy to find sections - refreshment ordering needs more direction	<b>Good</b> + colors and imagery reflect branding - no unique typography or iconography	informative and straightforward	<b>Okay</b> + text is straight to the point - Lack of explanation on menu/ordering options
Regal Cinemas	<b>Outstanding</b> + Colorful, vibrant design with lots of pictures + organized into meaningful sections that are clearly labeled	<b>Outstanding</b> + Rewards program + Advanced filtering for movie selection + online ticket ordering	<b>Good</b> + optimized for screen readers - White text on orange background is a little difficult to read - no other languages offered	<b>Good</b> + Straightforward progression throughout process + It's very easy to find your movie and pay quickly - can only see refreshment ordering if you already have tickets	<b>Outstanding</b> + Sections are clearly defined + The call to action buttons are easily found and read + Very easy to switch locations	<b>Outstanding</b> + They incorporate their logo colors throughout the website + unique fonts to their brand	engaging and informal	<b>Outstanding</b> + Short and concise + keep heavy text only on description pages
AMC Theaters	<b>Good</b> + Easy to navigate + well labeled and organized - the amount of information on homepage could be overwhelming	<b>Outstanding</b> + Rewards program + Advanced filtering for movie selection + online ticket ordering	<b>Okay</b> + Sections are clearly defined with large text - some of the background colors are distracting and could make it difficult to digest information - no other languages offered	<b>Outstanding</b> + Straightforward progression throughout process + Call to action buttons are easily found and read + prompts you to select location	<b>Good</b> + Labeling is clear + sections are well organized - menu is expansive and not visually appealing in some places	<b>Outstanding</b> + They incorporate their logo colors throughout the website + unique fonts to their brand	Fun, welcoming, informative	<b>Outstanding</b> + Descriptions for everything and important details are repeated in various places + Menu options have a good description of the product as well as nutrition and allergen information