

Competitive audit										Goal - Compare the ordering experience of each competitor's app & website													
General information										UX (noted needs work, okay, good or outstanding)													
Competitor type (direct/indirect)	Location(s)	Product offering	Price (R 1000)	Website (URL)	Business size (small/medium/large)	Target audience	Unique value proposition			Mobile App Interaction													
										First Impressions		Mobile App Interaction								Mobile App Visual design		Mobile App Content	
										Desktop website experience	App & mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness					
Woruk Upnomal	Direct	Garut, Indonesia	Chicken, Noodle, Snacks, Coffee	RS	<a href="https://www.worukupnomal.com/">https://www.worukupnomal.com/</a>	Medium	Teenager	"pioneer of modern noodles"		GOOD	OKAY	GOOD	NEEDS WORK	OKAY	GOOD	OKAY	Formal	OKAY					
										• Simple Look	• Responsive Display (mobiles)	• Have OTP Feature	• No features for audio or visual impairments	• Easy process for order	• Simple navigation with outline icon	• Using brand identity Logo		• Using formal tone					
										• Easy Navigating	• There are some errors in navigation (website)	• Have QR code Feature	• No features for audio or visual impairments	• Just support 1 language	• Buffer using brand color accent	• Consistent use icon		• Short description					
Gegrek Remu	Direct	Garut, Indonesia	Chicken, Noodle	RS	<a href="https://www.gegrekremu.com/">https://www.gegrekremu.com/</a>	Medium	Everyone	"real gegrek remu by ruben onsu"		GOOD	OKAY	OKAY	NEEDS WORK	NEEDS WORK	NEEDS WORK	NEEDS WORK	Informative	OKAY					
										• Visually Appealing	• Responsive Display (mobiles)	• Have Music Feature	• No features for audio or visual impairments	• card order just introduction	• Navigation button not appealing	• Using suitable color combination for accent		• Informative and Promote					
										• Strong Marketing	• There is no error in placement (website)	• Not just user interface (app)	• No features for audio or visual impairments	• Design is similar the website	• Overuse icon	• Icon not consistent		• Informative and Promote					
Hoka Hoka Bento	Indirect	Bandung, Indonesia	Japanese Food & Snacks	SSS	<a href="https://www.hokan.co.id/">https://www.hokan.co.id/</a>	Medium	Family	"Easy Customer Journey"		OUTSTANDING	OUTSTANDING	OUTSTANDING	OKAY	GOOD	GOOD	GOOD	Informative	GOOD					
										• Strong Brand identity	• There is no error in placement (website)	• Can use OAuth Login	• Support 2 Languages	• Simple & effective flow to order	• Simple navigation with filled icon	• Use brand logo		• Informative and relevant to target audience					
										• Strong Brand identity	• There is no error in placement (website)	• Can use OAuth Login	• Support 2 Languages	• Simple & effective flow to order	• Simple navigation with filled icon	• Use brand logo		• Informative and relevant to target audience					
KFC	Direct	Garut, Indonesia	Burger, Chicken, Spaghetti	RS	<a href="https://kfc.id/">https://kfc.id/</a>	Large	Everyone	"Secret Recipe Fried Chicken"		GOOD	OUTSTANDING	OUTSTANDING	OKAY	GOOD	NOTING	NOTING	Formal	GOOD					
										• Easy Navigation	• Easy Navigating (mobile)	• Have QR code Feature	• Support 2 Languages	• Straightforward user flow	• Using simple navigation with filled icon	• Strong brand identity		• Using formal tone					
										• Long loading time	• Modern User interface (app)	• Have QR code Feature	• No features for audio or visual impairments	• Have many options for order	• Using brand accent color for icon	• Using custom font for the Button		• Includes to order					

## 1. Competitive audit goal(s)

Compare the ordering experience of each competitor's app & website

## 2. Who are your key competitors? (Description)

Our main competitor is **KFC**, they sell it at a relatively cheap price, even though it's a bit unhealthy because it's fast food, but buyer interest is still high.

Another competitor is **Warunk Upnormal**. They sell a wide variety of dishes and also they provide very competitive prices because their target is young people and they have many branches.

Another competitor is **Geprek bensu**, although the application and website it is less attractive, offline sales are high due to taking small profits, and is famous because the maker is an artist.

the last competitor is **Hoka Hoka Bento**, they are a restaurant that has been around for a long time even before all the restaurants above even though they are undirected but they already have a well-known brand and are also famous among families, they focus on Japanese food.

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

**KFC** products focus on burgers, fried chicken, and spaghetti where they are famous for their secret fried chicken recipe, even though they sell fast food, there are still many fans.

**Warunk Upnormal** focuses on many dishes that are cheap but delicious, suitable for the tastes of today's young people, the prices are also adjusted to the conditions of young people, they are famous for their noodle products which are known to be creative and different from those sold by others.

**Geprek Bensu** focuses on geprek chicken dishes and also noodles, they are famous for their chicken dishes and also the owner who is an artist, they also dare to give low prices for their products.

**Hoka Hoka Bento** focus on Japanese dishes and snacks, they are famous in Indonesia who sell Japanese dishes. They are also famous because they have been around for a long time and also offer fast and easy service even though the price offered is a bit high.



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

**KFC** focuses on **fried chicken and burgers** in the market.  
**Warunk Upnormal** focuses on **noodles** in the market.  
**Geprek bensu** focuses on **spicy geprek chicken** in the market.  
**Hoka Hoka Bento** focuses on **various Japanese food** on the market.

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

**KFC** introduces themselves as a delicious fried chicken product and there is also a secret recipe that they make.  
**Warunk Upnormal** introduced themselves as pioneers of modern noodles because they introduced a variety of new dishes from noodles.  
**Geprek Bensu** introduces themselves as a chicken product that is similar to fried chicken, but they add special spices to the chicken and is famous for being spicy according to the tastes of Indonesians who like spicy.  
**Hoka Hoka Bento** introduced themselves as pioneers of Japanese food in Indonesia, they also focus on services that are focused on families.

## 6. Competitors' strengths (List)

### **KFC :**

- Easy Navigating (web)
- Have QR code Feature (app)
- Have OTP feature (app)
- Have Voucher Feature (app)
- Have Point Feature (app)
- Can link the Account (app)
- Have History feature (app)
- Variety for payment method (app)

### **Warunk Upnormal :**

- Responsive Display (website)
- Have OTP feature (app)
- Have QR code feature for order (app)
- Have Voucher feature (app)
- Have Discount Feature (app)



- Have Geolocation finding Feature(app)

## **Geprek Benu :**

- Responsive Display (website)
- There no error in placement (website)
- Have Geolocation Feature (app)
- Have Music Feature (app)
- Have Gallery (app)

## **Hoka Hoka Bento :**

- Responsive Display (website)
- Easy Navigation (website)
- Have QR code Feature (app)
- Have OTP feature (app)
- Have Voucher Feature (app)
- Have Point Feature (app)
- Can link the Account (app)
- Have History feature (app)
- Variety for payment method (app)

## 7. Competitors' weaknesses (List)

### **KFC :**

- Long loading time (website)

### **Warunk Upnormal :**

- There are some errors in navigation (website)
- There is an error in the placement (website)
- There is an error in the backlink (website)
- Little error in register page (app)

### **Geprek Benu :**

- Feature is not enough (app)
- Cant Order, just introduction menu (app)
- Register is complicated (app)
- There is an error in the placement (website)

### **Hoka Hoka Bento :**

- Feature Nutrition Fact not showing value in some food (app)

## 8. Gaps (List)



Some gaps we identified include:

- A Competitor products don't offer specifically **health-conscious** options
- A Competitor products provide a limited amount of **accessibility** features
- A competitor doesn't include **traditional dishes**

## 9. Opportunities (List)

Some opportunities we identified include:

- Integrate with **geolocation**
- Create a **straightforward process** for order, checkout, and delivery tracking
- Add **Tracking Process**
- Add **Traditional healthy food**

