

## 1. Competitive audit goal(s)

Compare the user experience of each competitors website / mobile website / app

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

Our key competitors are the butcher shops, Kenrick's and Don's Meat Market. Our indirect competitors are the grocery stores, Schnuck's and Straubs.

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

Kenrick's has a broad range of specialty butcher items and focuses on the high end of the market.

Don's Meat Market focuses high quality cuts, and on preset meat orders and value driven options.

The grocery stores, Schnuck's and Straubs, have a mix of specialty butcher items, and regular butcher items and focus on convenience.

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

Kenrick's caters to everyone with a focus on a higher price point selection. They offer prepared foods, catering, all cuts of meat, and can organize your event.

Don's Meat Market caters to everyone with a focus on high quality meat and good value.

The grocery stores Schnuck's and Straubs appeal to everyone and focus on customer service and convenience.

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



## Part 2 - Competitive Audit Report

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Kenrick's is the best, reasonable priced, with great customer service. Don's Meat Market talks about quality and value, and being an old fashioned butcher shop. Schnucks is very professional and talks about the best in service and selection. It feels like a very big company. Straub's focuses on convenience.

### 6. Competitors' strengths (List)

#### **Kenrick's**

- clear navigation / content is well organized
- weekly coupons + store specials
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#### **Don's**

- fonts are legible, colours are high contrast
- user flows are simple
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#### **Schnucks**

- Excellent readability, colours, font choices and layouts
- Search function
- Navigation is excellent and easy to find where you want to go
- consistent branding across all pages
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#### **Straub's**

- navigation is clear and easy to use across devices
- curtsied pickup / top sellers / weekly ads

### 7. Competitors' weaknesses (List)



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## **Kenrick's**

- secondary navigation is inconsistent
- buttons are too small on mobile
- CTA (call to action) is too small
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## **Don's**

- Header is missing a logo/wordmark to return home
- No small order options

## **Schnucks**

- Some margin and padding is problematic on mobile (text touches edges)

## **Straub's**

- Text on image is difficult to read, needs to be higher contrast for improved accessibility

## 8. Gaps (List)

- Staub's has direct online ordering
- Schnucks has online ordering thru Instacart.
- Don's Meat Market does not offer online ordering.
- Kenrick's does not have all products available for online ordering

## 9. Opportunities (List)

- Have all items available to order online
- Have a way to 'save' orders for quick ordering
- Have some vegan options for friends/family who do not eat meat
- Allow for scheduled order pickup/delivery
- Notification when order is ready for pickup
- More options to save (buy one get one, friend referral bonus, recipe deal, student discount, daily special)
- Multilingual

