

Competitive audit		Compare the nutrition calculator experience of each competitor's app.															
General information									UX <i>(rated: needs work, okay, good, or outstanding)</i>								
Competitor type <i>(direct or indirect)</i>	Location(s)	Product offering	Price <i>(€ - €€€€)</i>	Website <i>(URL)</i>	Business size <i>(small, medium, large)</i>	Target audience	Unique value proposition	First impressions		Interaction				Visual design	Content		
								Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
McDonald's	Direct	Worldwide	Fast food	€	https://www.mcdonalds.com	Large	Everyone	"To make delicious feel-good moments easy for everyone."	GOOD + Modern minimalist design + Easy to add items to the calculator - Nutrition calculator is not noticeable	OUTSTANDING + Nutrition calculator is very prominent + Easy to add items to the calculator	GOOD + Items can be easily added + Allows changing ingredients - No user profile/favourites availability	NEEDS WORK - No audio option - Text heavy	OUTSTANDING + Straightforward user flow + Easy to track multiple items	OUTSTANDING + Buttons are clearly marked + Clickable items are easy to recognise	OKAY + Very simple - Minimal brand identity	Concise and information focused	OUTSTANDING + Shows Reference Intake in percentage + Lists allergens for each ingredients + Extra info is either small print or only appears when needed
Sharky's	Direct	Beverly Hills, CA	Mexican grill food	€€	https://www.sharkys.com	Medium	Everyone	"Making a difference with food"	GOOD + Clean and elegant design + Very easy to find the calculator + Easy addition and removal of items - Vertical text is hard to read	NEEDS WORK + Easy to read nutrition - Confusing columns: values at left, headings at right - Some text cut off	GOOD + Customisable menu item + Calculator is easy to find - No cumulative calculation (i.e. only shows one item)	NEEDS WORK - No audio option - Some text is too big, some too small	NEEDS WORK - Feels too much work - Requires a lot of scrolling	OKAY + Well-defined clickable items - Duplicate navigation menu under the calculator	Friendly and informative	NEEDS WORK - Instructions are too descriptive - Allergens and Reference Intake missing	
Peet's Coffee	Indirect	Berkeley, CA	Coffee	€€€	https://www.peets.com/	Medium	Adults	"Freshest, best tasting coffee"	OUTSTANDING + Beautiful design + Very easy to follow	NEEDS WORK - Extremely limited information - Nutrition calculator refers to website	NEEDS WORK + Shows calorie content - Nutrition information is limited to calories	NEEDS WORK - No features for visual impairments - Only available in English	NEEDS WORK - Nutrition info availability is not straightforward - The reference to website is barely visible due to small print	OKAY + Navigation is simplified and easy - Unable to see the menu without registration and location	OUTSTANDING + Strong brand identity including colours, fonts, style + Modern and elegant design	Mesmerising and peaceful	NEEDS WORK - Very limited nutritional information - Small print
MyFitnessPal	Indirect	Worldwide	Food nutrition calculation and healthy lifestyle assistance	€€€	https://www.myfitnesspal.com/	Large	Everyone	"Fitness starts with what you eat"	OUTSTANDING + Strong branding, nice and clean design + Easy to use	OUTSTANDING + Follows branding guidelines, visually appealing + Intuitive features	OUTSTANDING + Highly customisable + Profile/goal creation + Nutrition info is prominent	OKAY + Offers reminders - No language/audio options	OUTSTANDING + Does not require instant registration, which makes usability less painful + Bottom icons provide straightforward user flow	OUTSTANDING + Very easy navigation + Location of main categories are clearly defined + Not overwhelmed with navigation instructions	OUTSTANDING + Clear brand identity, including colours, font, style + Very clear and well-designed look	Informative and concise	OUTSTANDING + Extra info when needed + Key info is well presented