

Competitive Audit Report

1. Competitive audit goal(s)

Compare the nutrition calculator experience of each competitor's app

2. Who are your key competitors?

Our key competitors are McDonald's, Sharky's, Peet's Coffee, and MyFitnessPal as these competitors all provide nutrition calculators.

While McDonald's and Sharky's are direct competitors due to their restaurant type of business, Peet's Coffee offers coffees instead of restaurant food, and MyFitnessPal offers a nutrition calculator as part of their healthy lifestyle assistance business model.

Regarding our direct competitors, McDonald's has locations worldwide, while Sharky's locations are based in the US only. Similarly, our indirect competitor, Peet's Coffee, is also restricted to the US, while MyFitnessPal offers worldwide access to its product.

3. What are the type and quality of competitors' products?

McDonald's nutrition calculator is very easy to use and understand and offers cumulative calculation and customisation at the ingredients level. It also shows how their products compare to reference intake guidelines and easy navigation with very concise and informative content, although the nutrition calculator only becomes available when looking at a certain product.

Sharky's nutrition calculator, on the other hand, is very easy to find, and while menu items are also customisable, it does not offer cumulative calculation. It is also text-heavy, tiring to use, and somewhat hard to comprehend the information quickly.

The nutrition calculator of Peet's Coffee only exists on their website, the app does not include it, therefore it only shows calories when ordering through the app. It refers to the website for more nutrition information, and while both the app and the website are beautifully designed with a strong brand identity, this reference is less visible and gets lost due to the usage of small print.

MyFitnessPal nutrition calculator is an outstanding calculator, very well designed, very easy to use and very easy to comprehend information as it only shows key info first, but additional information is also available when required.

Accessibility features are very poor among all the competitors.

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4. How do competitors position themselves in the market?

McDonald's positions itself as a brand that is well-known around the globe and is famous for fast food that is appealing to everyone.

Sharky's positions itself as a franchise with 20 locations, mainly across California, offering "paths to a healthier, sustainable lifestyle".

With more than 300 outlets across the US, Peet's Coffee positions itself as a well-known original coffee crafter that provides a wide selection of coffees and hand-roasted coffee beans for in-store purchase and delivery.

MyFitnessPal positions itself as an assistant to help people become fit, healthy and strong and takes a serious position in the fitness-related segment.

5. How do competitors talk about themselves?

McDonald's mission statement claims that their "mission is to make delicious feel-good moments easy for everyone". They offer something to everyone, from kids to adults, from omnivores to vegans.

Sharky's is "making a difference with food". They are proud of their flavoursome food using only natural and organic ingredients, and they achieve high-quality, good-tasting food through their unique cooking styles.

Peet's Coffee describes itself as original coffee crafters, where their professionalism results in the "freshest, best tasting coffee". Besides a wide selection of coffees, they also offer hand-roasted coffee beans.

MyFitnessPal assists anyone who wants to become healthier and states that "fitness starts with what you eat", emphasising the importance of nutrition calculation along with exercise and suggestions.

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6. Competitors' strengths

McDonald's strengths include:

- Customisation of product ingredients
- Great navigation and easy use
- Cumulative calculation
- Simple design
- Extra Information

Sharky's strengths include:

- Customisation of product ingredients
- Nutrition calculator can be easily found
- Well-defined clickable items

Peet's Coffee strengths include:

- Easy and simplified navigation
- Modern design

MyFitnessPal strengths include:

- Excellent customisation
- Well-design information presentation
- Easy use and navigation
- Excellent design

7. Competitors' weaknesses

McDonald's weaknesses include:

- No user profile availability
- No accessibility features
- Text heaviness
- Minimal branding
- Hidden positioning of nutrition calculator

Sharky's weaknesses include:

- Vertical text usage
- Illogical presentation of values
- No cumulative calculation
- Non-responsive text boxes
- Duplicated menu navigation
- Incoherent presentation

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- Too descriptive instructions
- Missing Allergens and Reference Intake information

Peet's Coffee weaknesses include:

- Limited information
- Barely visible reference of nutrition calculator
- No accessibility features
- Small print texts

MyFitnessPal weaknesses include:

- No accessibility features

8. Gaps

Some gaps we identified include:

- Competitor products don't provide accessibility features
- Sharky's and Peet's Coffee don't provide cumulative calculation, nor percentage of recommended daily intake
- McDonald's, Sharky's and Peet's Coffee don't provide easily comprehensible nutrition information

9. Opportunities

Some opportunities we identified include:

- Offer accessibility features
- Create well-presented nutrition information (similar to MyFitnessPal)
- Indicate percentage of recommended daily intake of nutrition values and provide allergens as additional information
- Offer cumulative calculation and perhaps an option for the customer to cap maximum intake and provide meal/course suggestions based on customer input
- Perhaps scannable dish items on table menu for even easier app use