

1. Competitive audit goal(s)

Goal: Compare "booking a table" experience of each competitor's app

2. Who are your key competitors? (Description)

My key competitors are Cafe Central, a very famous cafe place in Vienna and two indirect competitors - Skybar Steffl and Italian restaurant also from the same city.

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

Cafe Central is a traditional based cafe place focused mostly on tourists. The website isn't necessarily badly designed but the colors are rather monotone and not fun to look at. There is a feature to change the language but there are none for audio. The "book a table" section is easy to find and it's not difficult to follow the steps. The branding needs some work, it has a nice font but the whole website as well as the app, is missing pictures and some catchy icons.

Via Toledo, on the other hand, has a very catchy app and website. The restaurant is family friendly but everyone can feel welcome there. The colors are rich and browsing through the app is very enjoyable. The booking process is easy to follow and can be done in three languages which is a big advantage. There are many images on the website which makes it easier and faster to browse.

Steffl Skybar is focused mostly on the millenials. Unfortunately, it has the poorest website from this selection. The branding is almost non-existing and navigation is very basic. The color is mostly white and the menu is opening in a separate pdf file. The "book a table" section isn't particularly hard to follow but it's available in just one language.

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



Cafe Central positions themselves as a traditional cafe place with outstanding architecture and large selection of products. They are placed outside of the center but getting a table there without prior booking is impossible. Tourists love this place and the experience it provides. home. It mainly targets higher-income clientele who like to drink coffee and listen to live music.

Via Toledo on the other hand is placed farther from the center. The prices are average so most of the people can afford to dine over there. It's a traditional Italian place with authentic flavors.

Skybar Steffl offers amazing panoramic views over the city, it's placed in the city center and it's very popular among young people. It's quite pricey but it provides great quality food and drinks and overall a great experience.

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

Cafe Central markets itself as a place for experiencing the real Vienna cafe with accompaniment to live music. They also provide delivery of their cakes.

Via Toledo is a small/medium family company with a long tradition. They are determined to give you the best experience of Italy abroad.

Steffl Skybar is a modern place to go for a drink with friends or to socialize with other millennials. Outstanding views and fun atmosphere are included into the experience.

6. Competitors' strengths (List)

Cafe Central strengths:

- Easy, user friendly navigation
- Two languages
- Easy booking
- Trending menu

Via Toledo strengths:

- Great branding,
- Affordable prices
- Fun to use



- Available in 3 languages
- Easy booking
- Pictures included

Skybar Steffl strengths:

- Short and to the point text
- Easy to navigate and book a table

7. Competitors' weaknesses (List)

Cafe Central weaknesses:

- Need a better branding and layout
- High prices

Via Toledo weaknesses:

- Too much text
- Sometimes hard to navigate

Skybar Steffl weaknesses:

- Boring layout
- Only one language
- Pdf menu

8. Gaps (List)

All of the apps were lacking audio features.

Many of the apps and websites weren't designed in an interesting way.

9. Opportunities (List)



Part 2 - Competitive Audit Report

Google UX Design Certificate

Some opportunities I identified include:

- Provide audio feature and images in the menu
- Provide at least 2 language version
- Provide bonuses for early birds, fe. 10% off or collecting stamps

