

Competitive audit	Our Competitive Audit Goal is to compare the shopping experience of each competitor's app.																
	General information								UX (rated: needs work, okay, good, or outstanding)								
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	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
Local Online store		Tehran, Iran	Food,Beverages,Cloths,Home Goods	\$\$		Medium	Adults with medium incomes										
Target	indirect	United States	Food,Beverages,Cloths,Home Goods	\$\$	<a href="http://www.target.com">www.target.com</a>	Large	Adults with medium to high incomes	toExpect more, Pay less and variety of products	Good + Clear branding + Easy to use - Feels dense and overwhelming in places	Good +Fully responsive	Outstanding +Pick up, Delivery options +Filtering by Brand +Color Explanation feature +Defined paying optiond +Trending Menu +Q and A +Thorough information	Good + High contrast images and texts + Color explanation - Only available in one language	Good +Easy to find some key information - Hard to find Contacting and About information - Home page too busy - No pictures for the Categories' menu options makes it hard to follow + Info is kept up to date - adding to cart action is not includes pop up message wich is unnecessary	Outstanding + Easy to navigate + Clear indication of clickable elements	Good + Clear color scheme, font and art direction + High quality and visually attractive pictures	Serious and direct	Outstanding + All key info is present + Short and to the point
Shahrvand	direct	Tehran, Iran	Food,Beverages,Cloths,Home Goods	\$\$	<a href="http://www.shahrvand.ir">www.shahrvand.ir</a>	Medium	Adults with medium incomes	The variety of food and Goods that it provides with reasonable pricing	Okay + Clear branding + Easy to navigate and find information - Asks for contact information for access to website	Good +Fully responsive	Okay +Q and A _No information about the products _Some clickable buttons have no content	Good + Available in two languages + Clear contacting information _ Not compatible with screen reader technology	Good + Easy to find key information + Easy to scan quickly	Okay - Some clickable buttons have no content + Easy to navigate	Okay + Clear brand identity - Pictures in the home page are low quality and not visually interesting	Serious and direct	Good + All key info is present - Too short in some places
Traders Joe's	indirect	United states	Food,Beverages,Cloths,Home Goods	\$\$	<a href="http://traderjoes.com">traderjoes.com</a>	Large	Adults with medium to high incomes	Fun and warm store environment,not focused on branding but uniqueness of products and making costumers interested.	Outstanding + Visually Appealing imagery + Fun and welcoming to use +Engaging Pictures	Outstanding +Fully responsive +Interesting to use +Eliminated unneccassery features and texts of the website version in the monile app for better experience	Outstanding +Shopping list +Recipies +New products +Providing fun and interesting information +Thorough information	Good +High contrast images and texts _Website only available in one language	Outstanding + Fun and interesting to use. + Easy to find key information	Outstanding + Easy to navigate + Every action completely defined - Some buttons seem clickable but are not	Outstanding + Strong brand identity ,including colors, fonts, style motion, imagery and photography. + Visually attractive pictures	Fun and friendly	Good + Focused on info relevant on target audience - Unnecessary details