

Competitive audit: Goal: Compare the user experience of each competitor's website

General information								
Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	
Moore Dairy (our company)	Rockland & Orange, NY	Wide range of dairy and pantry products	\$5	www.mooredairy.com	Small	Local Home Owners and Families	Did school doorstep delivery with glass bottles	
Starlight	Warwick, NY	Wide range of dairy and pantry products	\$5	http://www.starlightdairy.com	Small	Families	Dairy, meats, and pantry items	
The Hudson Milk Company	Peeckskill, NY	Wide range of dairy and pantry products from local farms	\$5.5	https://www.hudsonmilk.com/	Small	Local millennials	Fun and friendly branding	
Local Roots NYC	NYC	Subscription based farm to table grocery service	\$55	https://localrootsnyc.com/	Mid-Size	Working Millennials	Modern branding. Website is user friendly and cutting-edge. Business has grocery service and brick and mortar cafe.	

	First impressions		Website Interaction				Website visual design	Website content	
	Desktop website experience	Mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Moore Dairy (our company)	Okay + Does the job - Boring	Okay + Fully responsive - Interaction was not as smooth on mobile	Good + Online ordering feature + "Create account" feature	Good + Images of menu items are clear and legible - Menu isn't compatible with screen reader technologies	Good + Easy to find key info - Only legible in english - No clear hierarchy, difficult to scan quickly	Outstanding + Easy to navigate + Clear indication of clickable elements	Okay + Clear logo and mission statement - Unclear branding colors, fonts, identity - Inconsistent use of imagery and photography	Friendly, Direct.	Good + All key info is present - Some unnecessary info - Can use more wording/marketing
Starlight	Okay + Welcoming and easy to use - Feels dense and overwhelming in places	Needs Work + Fully responsive - Very crowded. Doesn't differ from desktop so everything is larger but not scaled. - Drop down hard to tap.	Needs Work - Users can't add items to cart - No options to create account online	Needs work - Website only available in English - Menu is included as an image and is hard to read	Okay + Easy to find the menu - No way to access account via website - Home page is too busy	Okay - Somewhat difficult to navigate - Some elements seem clickable but are not	Needs work + Good Banner + Logo - Outside of banner no true brand identity.	Friendly and indirect	Okay + All key info is present - Unnecessary details - Not enough information on how to actually access ordering
The Hudson Milk Company	Outstanding + Fun and easy to use + Engaging animations + Clear branding	Outstanding + Fully responsive + Engaging animations (same as desktop) + App can be downloaded to collect points	Outstanding + "Create account" feature + Clearly displays how it works	Needs work - Website only available in English - Menu isn't compatible with screen reader technologies	Okay + Fun to use + Clear pathways and direction	Needs work + Easy to navigate - A lot of pop ups can become confusing	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photography	Fun and indirect	Outstanding + Short and to the point
Local Roots NYC	Outstanding + Fun and easy to use + Beautiful branding/web design + Well thought out story telling	Outstanding + Fully responsive + Clear and smooth interaction just like desktop + Things have enough space and they aren't struck by mobile view	Outstanding + Guides the customer through and answers questions as the customer is going along + Options are made easy to view and select	Needs work - Website only available in English - Menu isn't compatible with screen reader technologies	Okay - There are multiple avenues and cobrands for the user to get lost in - navigation is on each page to allow the user to circle back and find their destination	Good + Simple and clear navigation	Good + Strong brand identity + Allows users to know who they are within first five seconds - No call to action on landing page	Welcoming, Fresh, Direct	Outstanding + Clear messaging, easy story telling, clear journey for the user to follow...