

1. Competitive audit goal(s)

Compare the user experience of each competitor's website

2. Who are your key competitors? (Description)

Our key competitors is Fat Secret, Fat secret provide Calorie counter and diet plan by tracking caloric intake. Fat secret is a direct competitors to this applications.

Our others competitor are Nourish by WebMD and Myfitnesspal. Nourish by WebMD Provide health information, tools for managing health, and support to those who seek information and Myfitnesspal provide Calorie counter and diet plan by tracking caloric intake. Both of Nourish by WebMD and Myfitnesspal are a direct competitors to this applications.

The last competitor is Great Eastern. Great Eastern is offering insurance to person and family in need of health protection. Great Eastern provide calculation of daily calorie needs, body mass index and exercise calories. Great Eastern is a indirect competitors to this applications.

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

Nourish by WebMD is an application that let user to calculate nutrition in food. It visually appealing, but they provide too much information displayed in homepage. It only available in English and no features for audio or visual impairments, but this application has simple calculation process and easiness to find food calculator.

Myfitnesspal is an application that can find calorie chart, nutrition facts for food and make food Diary. It simple to navigate but have minimal Visual. It has straightforward user flow and simple calculation process. This application is good because it easy to navigate and easy to switch language.

Fat Secret is an application that can make the food diary and browse common foods and products from brands and restaurants. It available in 31 countries but have no features for audio or visual impairments. This application is good because it easy to navigate and easy to switch language.

Great Eastern is an application that provide insurance, but they can also calculate daily calorie needs, body mass index and exercise calories. The landing page is straightforward but it has minimal color. It can't calculate nutrition fact for food. It availables in 4 language but has no features for audio impairments. This application is good because it easy to navigate and easy to switch language.



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

Nourish by WebMD provide the Diet and Weight Management that is suitable for people who want to control their weight, but it Only available in English and has no features for audio or visual impairments.

Myfitnesspal provide the Suggested Fitness And Nutrition Goals that is suitable for people who currently on a diet. It Availables in 15 language but has no features for audio impairments.

Fat Secret provide the tracking nutrition per day and connect with community. It's suitable for people who want to track their food nutrition. It Availables in 31 countries but has no features for audio impairments.

Great Eastern is an application that provide insurance, but they can also calculate daily calorie needs, body mass index and exercise calories. It's suitable for families in need of health protection. It Availables in 4 language but has no features for audio impairments.

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

Nourish by WebMD describe itself as “your ally on your journey to healthy eating”. They provide timely, credible healthy eating and weight loss information; unbiased reports on diet plans from A to Z; personalized tools for counting calories, assessing your diet, and evaluating portion sizes; and much more.

Myfitnesspal describe itself as “biggest food database”. They provide over 14 million foods to help to accurately log everything we eat.

Fat Secret markets themselves as “the easiest to use calorie counter and most effective weight loss and dieting app on the market”. They simple to use and includes integration with external tools and services.

Great Eastern markets themselves as “one of the top life and general insurance agencies”. They provide a range of online insurance solutions tailored to our needs.

6. Competitors' strengths (List)



1. Nourish by WebMD :

- Visually appealing
- Easy to find food calculator
- Simple calculation process
- Strong brand identity including color, font and imagery
- All key info is presented

2. Myfitnesspal :

- Simple to navigate
- Available in 15 languages
- Straightforward user flow
- Simple calculation process
- Short and to the point
- Focused on info relevant to target audience

3. Fat Secret :

- Simple to navigate
- Visually appealing
- Browse common foods and products from brands and restaurants
- Available in 31 countries
- Straightforward user flow
- Strong brand identity including color, font and imagery
- Short and to the point
- All key info is presented

4. Great Eastern :

- Landing page is straightforward
- Calculate body mass index and exercise calories
- Available in 4 languages
- Straightforward user flow
- Simple calculation process
- Focused on info relevant to target audience

7. Competitors' weaknesses (List)

1. Nourish by WebMD :

- Too much information displayed in homepage
- So many features make website feel complicated
- Only available in English
- No features for audio or visual impairments
- Some elements seem not clickable but are
- Too descriptive



2. Myfitnesspal :

- Minimal Visual
- No features for audio impairments
- Minimal brand identity
- Only uses 2 colors

3. Fat Secret :

- No features for audio impairments
- Search bar in food calculator is less visible

4. Great Eastern :

- Minimal visual and color
- No nutrition fact for food
- No features for audio impairments
- Minimal brand identity
- Only uses 1 colors

8. Gaps (List)

Some gaps we identified include:

- Competitors product don't offer recommendations for combinations of food or drinks that are in accordance with the nutrients desired by customers
- Competitors product don't offer food and beverage recommendations in accordance with the nutrients desired by customers

9. Opportunities (List)

Some opportunities we identified include:

- Offer the food dairy for customer.
- Make straightforward process for order
- Make a interesting visual

