Competitive audit

Goal: Compare the organizing 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 (0 - $$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First Impressions		Features	Accessibility	Interaction		Visual design	Content	
									Desktop website experience	App or mobile website experience			User flow	Navigation	Brand identity	Tone	Descriptiveness
Reprika Recipe Manager	Indirect	USA	Food recipe manager	$	https://www.yourrecipeapp.com/	Medium	Everyone	"Get your recipe anywhere"	**Good** - Easy to navigate - Informative - Limited features	**Good** - App is well-designed and easy to use - Smooth organizing process - Limited number of free features	**Outstanding** - Interesting meal options - Multiplatform access - Autosaves to cloud	**Good** - Audio option for menu available in 5 languages - Offers voice control features	**Outstanding** - Straightforward user flow - Ingredient input processes are simple, clear, and efficient	**Good** - Easy basic navigation - Clear indication of clickable elements	**Needs work** - Minimal brand identity - App is simple - Only uses two colors	Friendly, concise and informative	**Good** - All key info is present - Too brief in some cases
Big Oven	Indirect	Knoxville, TN	Recipe organizer and more	$$	https://www.bigoven.com/	Small	Adults	"Cooking simplified"	**Okay** - Makes customers feel welcome - Navigation is easy - Information overload	**Okay** - Easy to use - Lots of intuitive features - App doesn't offer any audio accessibility - App is only available in English	**Good** - Variety of meal options - Easy to navigate features	**Needs work** - Only available in English - No features for audio or visual impairments	**Good** - Easy and useful organize meal processes - Straightforward user flow - Not memorable	**Good** - Buttons are clearly marked - Easy to switch locations - App sections are not defined by color	**Needs work** - Modern and trendy design - Visual design doesn't always support content in app - Only uses two colors	Concise, and informative	**Outstanding** - Concise and on the point - Focused on info relevant to target audience
ChefTap	Indirect	Greater Boston, NE	Recipe Organizer and Grid	$	https://cheftap.com/	Small	Adults	"Cook great meals anytime"	**Okay** - Modern minimalist design - Limited features available in desktop version	**Good** - Visually appealing - Makes customers feel welcome - Accessibility-friendly - Difficult to navigate	**Outstanding** - Ability to create user profile - Offers premium features for returning users	**Outstanding** - Available in five languages - Audio available for entire cooking instructions - Integrated with voice assistant technology	**Needs work** - Difficult to find key info (dish type, filter ingredients)	**Okay** - Some unfamiliar navigation patterns	**Okay** - Minimal brand identity - Design is boring	Friendly, engaging and informative	**Needs work** - Too brief - Missing information
OrganizEats	Indirect	Stockton, CA	Recipe Organizer	$$	https://homeorganizeat.com/	Medium	Everyone	"Your recipes, in perfect order."	**Needs work** - Hard to navigate - Disorganized design - Limited features available in desktop version	**Needs Work** - App functions well - Unappealing interface	**Okay** - Dish variety option - Ingredients filter feature - Incorrect meal image	**Needs work** - Integrated with voice assistant technology - Only available in English	**Good** - Fun and easy to use	**Good** - Easy and clear navigation - Onboarding options for first time user - Clear indication of clickable elements	**Needs work** - No brand identity - Multiple colors across app and website	Informative and formal	**Needs work** - Wordy - Unnecessary details