

Mean Sammies

Competitive Audit Report

Google UX Design Certificate

1. Competitive audit goal(s)

Compare ordering customized sandwich orders from each competitor's app with special attention to dietary restrictions or allergies and caloric information.

2. Who are your key competitors?

Restaurants in Fort Myers, Florida that accommodate customizable specialty sandwiches with quality ingredients for young adults on-the-go with respect to dietary restrictions, allergies, and caloric information. The selected direct competitors that serve this audience are Jimmy Johns, Wicked Good Deli, and Subway. The indirect competitors that are reviewed as part of this audit are Jason's Deli, and Chic-fil-a.

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

Jimmy Johns, Subway, and Wicked Good Deli are all direct competitors. The three have specialty, fresh-made sandwiches of different styles that appeal to different appetites. Chic-fil-a and Jason's Deli also provide customizable sandwiches, however Chic-fil-a caters to a smaller audience (people specifically in the mood for chicken) and Jason's Deli has a much more expansive menu serving other types of dishes including soups, pastas, and more. Additionally, all competitors have some type of dietary restriction, allergy, and/or caloric information included in their menus.

4. How do competitors position themselves in the market?

All competitors reviewed except Wicked Good Deli are major franchises/chains, Subway in particular having over 40,000 locations worldwide. Jimmy Johns markets themselves as a sandwich shop with pride in their speediness, while Subway has branched out to include flatbreads, salads, and other takes to their classic combos. Chic-fil-a is a clear leader in quality fast food sub-section, however their chicken-based menu does not appeal to all diets (nor are they trying to). Jason's Deli is family-owned and a smaller chain, however they cater to a wider audience with their broad menu. Wicked Good Deli seems to be a local spot with a few regulars based on their Google reviews. There are not many quality local delis with specialty sandwiches in the area so Wicked Deli stands out in the local Market.

5. How do competitors talk about themselves?

Jimmy John's - Quick, tasty sandwiches

Subway - The original sandwich customization shop that was taken to the next level

Wicked Good Deli - It's in the name!

Jason's Deli - Independent family-owned; wholesome ingredients

Chic-fil-a - God-loving; sets aside Sundays so employees can choose to rest and/or worship



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6. Competitors' strengths

Main strengths across all platforms is that the general process of ordering and checking out is clear and straightforward, though each has a slightly varied step process. Others strengths include:

- Having the option to save a customized order to your profile for easy reordering
- Having Siri capabilities to reorder/order anything
- Rewards programs
- Location-based menu offerings

7. Competitors' weaknesses

Weaknesses vary among the different competitors reviewed, including:

- Not having enough caloric information
- Not having enough visual imagery of the food or ingredients
- Difficulty to customize food
- Too wordy
- Visual branding consistency across platforms
- Additional features of saving orders are linked to having an account

8. Gaps

There were some interesting gaps and opportunities from the audit:

- Group orders on mobile
- Method to share an order or customized menu item for a group order
- Customizations that reflect ordering of toppings
- Specific allergy notifier/check-box
- Consistent view of caloric total or price total
- Viewing menu without setting order options or location
- Submitting customized orders to be featured on the menu

9. Opportunities

There were some interesting gaps and opportunities from the audit:

- Adding group order capabilities
- Scheduling orders in advance
- Creating filters for different dietary preferences
- Creating more of a visual customization experience (less text)
- Allowing users to submit orders to be featured on the menu
- Allow preferences to view/hide caloric information

