

## 1. Competitive audit goal(s)

Compare the restaurant selection process and reservation experience of each competitor's web app.

## 2. Who are your key competitors? (Description)

Our key competitors are Hytra, a fine-dining restaurant offering modern cuisine, inspired from traditional recipes and ingredients. Aleria is a fancy restaurant passionately serving and evolving Modern Greek Cuisine.

Dinner In the Sky is a franchise restaurant offering a 6-course menu at 40 meters up in the sky for a unique experience. Our last competitor is Sublimotion, a high-end restaurant offering an imaginative dining experience with VR tech & immersive film projections.

Hytra and Aleria are direct competitors, while Sublimotion and Dinner In the Sky are indirect competitors.

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

(Description)

Hytra's website is easy to use and navigate. It lets users select from 4 different courses, while their built-in reservation form allows users to list any nutritional requirements or dietary/allergy restrictions. Hytra places a strong emphasis on modern cuisine inspired by tradition and its website offers an outstanding user flow and a strong brand identity.

Aleria's website presents an elegant, minimalistic design, but lacks imagery content and the reservation user flow is interrupted, with users being redirected to an external service. Aleria offers two different menu courses featuring local quality ingredients, with one of them accommodating vegetarians. Aleria's website features an easy navigation process but lacks some key information.

Dinner In the Sky offers its users a website that appears visually appealing, but it is difficult, if not impossible, to navigate. Dinner In the Sky offers a unique experience, allowing its customers to dine at 40 meters up in the sky, but reservation user flow is, too, interrupted by redirecting to an external service. Its website contains all basic information front and center but is only available in English.



Sublimotion is one of a kind, since it offers an imaginative, high-end Mediterranean dining concept with VR tech & immersive film projections. That feeling is translated consistently in its website, with high quality videos and a polished modern design. However, it offers no online reservations and lacks all key information, including a menu. Sublimotion has a strong brand identity and takes accessibility in consideration but offers an unfamiliar navigation.

### 4. How do competitors position themselves in the market?

(Description)

Hytra positions itself as “a fine-dining establishment in a high aesthetic, warm and homely atmosphere”. This makes its clients particularly loyal. Its website is easy to use, and its online reservation integration is outstanding, making it an example to follow.

Aleria positions itself as “a fancy restaurant that passionately serves and evolves Modern Greek Cuisine”. This attracts both local and international clients. Its website is minimalistic and modern, communicating the values it upholds.

Dinner In the Sky positions itself as “an extraordinary culinary trip at 40 meters up in the sky”. This unique offering has made sure of its success and continuously growing clientele. Its website is visually consistent and offers great imagery, representing its dishes and experiences, making it a go-to staple for people seeking a unique dining place.

Sublimotion positions itself as “a destination for exclusive high-end clientele”. They offer a mind-blowing multisensory experience by making use of VR technology in a stylized environment. Their website is geared towards foreshadowing that experience, with a client base from all over the world.

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

Hytra markets itself as “a fine-dining establishment in a high aesthetic, warm and homely atmosphere”. The aesthetics are communicated through its menu and translated into a visually appealing website, where the user is front and center.

Aleria describes itself as “a fancy restaurant that passionately serves and evolves Modern Greek Cuisine”. It has a focus on using local ingredients that extends to its website: a minimalistic approach to a streamlined user experience.



Dinner In the Sky describes itself as “an extraordinary culinary trip at 40 meters up in the sky”. This voyage close to the sky is accompanied with a delicious menu, which is perfectly captured and presented to its clients through its website’s imagery.

Sublimotion describes itself as “a destination for exclusive high-end clientele”. Their motto is “here a dinner isn’t just a dinner, but an imaginative dining experience with VR tech & immersive film projections”. They emphasize that their website offers a small taste of that immersive experience.

### 6. Competitors’ strengths (List)

Hytra’s strengths include:

- Making reservations on their website easy
- Ensuring dietary restrictions are taken into consideration
- Keeping their brand consistent across their website
- Making sure the user flow goes on uninterrupted

Aleria’s strengths include:

- Making customers feel welcome
- Ensuring high quality ingredients
- Offering gift cards option
- Ensuring the website content is short and to the point

Dinner In the Sky’s strengths include:

- Offering a unique place in the sky for dining
- Including design decisions that simplifies the restaurant’s menu for users
- Providing extensive representative imagery for their menu
- Offering gift vouchers

Sublimotion’s strengths include:

- Offering an immersive dining experience
- Using high quality videography and animations in its website
- Making the customers feeling special
- Providing strong website accessibility



## 7. Competitors' weaknesses (List)

Hytra's weaknesses include:

- No accessibility features
- Menu included only as PDF
- Limited images of menu dishes

Aleria's weaknesses include:

- Missing valuable information
- Interrupted user flow
- No accessibility features
- No clear indication of clickable elements

Dinner In the Sky's weaknesses include:

- Not expanding its language options
- Problematic navigation
- Interrupted user flow
- No accessibility features

Sublimotion's weaknesses include:

- Missing key content
- Long animations/videos
- Lack of online reservations
- Missing menu

## 8. Gaps (List)

Some gaps we identified include:

- Competitor products don't offer extensive ingredient listing and filtering
- Competitor products provide a limited amount of accessibility features
- Reservation process isn't greatly integrated, and users often must call the establishments

## 9. Opportunities (List)



## Part 2 - Competitive Audit Report

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Some opportunities we identified include:

- Offer customization options that emphasize favorite/hated ingredients and dietary restrictions, accompanied with personalized suggestions
- Integrate our app with accessible technology
- Create a streamlined process for reservations

