

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

General information							UX (used needs work, okay, good, or outstanding)									
Competitor type	Location(s)	Product offering	Price \$ (USD)	Website URL	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	Mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Content
Hydra	Direct	Athens, Greece	Modern cuisine inspired by Greek traditional recipes	\$\$\$	www.hydra.gr	Small	High-income clientele who want to enjoy fine dining	Five dining in a high aesthetic, warm and homely atmosphere.	Outstanding	Outstanding	Good	Outstanding	Good	Outstanding	Engaging, concise, and informative	Outstanding
								<ul style="list-style-type: none"> Bulk in reservation form Clarity and elegant listing in reservation form Users have to download PDF of menu and open it 	<ul style="list-style-type: none"> Modern, well-designed mobile website and easy to use Strong branding 	<ul style="list-style-type: none"> Offers 2 different languages Menu is included as a PDF and is hard to read No alternative text to images 	<ul style="list-style-type: none"> Straightforward user flow Easy reservation process both in website Easy to find key info (menu, location, contact info) 	<ul style="list-style-type: none"> Familiar way to navigate Clear indication of clickable elements 	<ul style="list-style-type: none"> Visual design communicates strong company brand Consistent use of imagery and photography 		<ul style="list-style-type: none"> Engaging, concise, and informative 	
Aleria	Direct	Athens, Greece	Legacy of dishes inspired by Greek gastronomic tradition	\$\$\$	www.aleria.gr	Small	High-income clientele who want to enjoy fine dining	Rationality serve and evoke Modern Greek Cuisine while offering an unforgettable fine dining experience.	Good	Good	Okay	Outstanding	Okay	Good	Serious and direct	Good
								<ul style="list-style-type: none"> Smart minimalist design with a traditional feeling Fast empty and simple in places 	<ul style="list-style-type: none"> Smart minimalist design with a traditional feeling Fast simple in places 	<ul style="list-style-type: none"> Offers gift cards option Users have to download PDF of menu/wine-list and open it Reservation menu item links to external service 	<ul style="list-style-type: none"> Offers 2 different languages Menu is included as a PDF and is hard to read 	<ul style="list-style-type: none"> User flow interrupted by external redirection for reservations Hard to find key info (location, contact info) 	<ul style="list-style-type: none"> Easy navigation No clear indication of clickable elements 	<ul style="list-style-type: none"> Clear an direction, minimalist design Limited use of imagery and photography 	<ul style="list-style-type: none"> Engaging, concise, and informative 	
Dinner In the Sky	Indirect	Athens, Greece	Mediterranean cuisine	\$\$\$	dinnerinthesky.gr	Medium	High-income clientele who want to enjoy fine dining	An extraordinary culinary proposal serving 40-course menu at 40 meters up in the sky, offering a once in a life time experience.	Okay	Needs work	Good	Okay	Needs work	Good	Fun and indirect	Okay
								<ul style="list-style-type: none"> Visually appealing imagery Atmospheric sticky book banner everywhere 	<ul style="list-style-type: none"> Visually appealing imagery Hamburger menu not working on mobile Arrogant sticky book banner everywhere Integrated social media Reservation button links to external service 	<ul style="list-style-type: none"> Well built menu page, with list of basic ingredients for each dish Offers gift vouchers Integrated social media Reservation button links to external service 	<ul style="list-style-type: none"> Available only in English Poor contrast colors No alternative text to images 	<ul style="list-style-type: none"> Key info front and center (menu, location, contact info) User flow interrupted by external redirection for reservations 	<ul style="list-style-type: none"> Consistent use of imagery and videography Clear color scheme and font 	<ul style="list-style-type: none"> All key information is present Unnecessary details 		
Sublimation	Indirect	Ibiza, Spain	High-end Mediterranean cuisine	\$\$\$\$	www.sublimacionibiza.com	Small	Exclusive high-income clientele	Imaginative, High-end Mediterranean dining concept with VR tech & innovative 3D0 projections.	Good	Needs work	Good	Okay	Okay	Good	Fun and direct	Needs work
								<ul style="list-style-type: none"> Modern design Engaging video/animations Limited content available 	<ul style="list-style-type: none"> Modern design Video don't look good in mobile view Limited content available 	<ul style="list-style-type: none"> No reservation option available, only email & phone No menu available at all 	<ul style="list-style-type: none"> Offers 2 different languages Passive accessibility orientation No captions on videos No option to make videos 	<ul style="list-style-type: none"> Easy to find contact information User flow interrupted, since reservations require a phone call or sending an email Menu impossible to find 	<ul style="list-style-type: none"> Easy basic navigation Innovative, but unfamiliar navigation 	<ul style="list-style-type: none"> Consistent use of video/animations Strong brand identity Limited content 	<ul style="list-style-type: none"> Content is non-existent Key information is missing 	