

Competitive audit										Goal: Compare the pricing, features, and user experience of each competitor's dog food delivery service app as a new user and returning user									
General information										UX (rated: needs work, okay, good or outstanding)									
Competitor type (direct/indirect)	Location(s)	Product offering	Price (\$/lb)	Website (url)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	Interaction	User flow	Navigation	Brand identity	Visual design	Tone	Content	
Ole	Direct	Reno, NV		www.olepfe.com	Medium	25-30, Middle class Health conscious adults, likes social media. Active on technology	Ole's value proposition centers on the convenience, quality, and customization of their dog food service.	GOOD + Clean, modern design with colorful product images + Modern, minimalist design, clear CTAs, colorful images and videos + Can only login to app if you have an existing account	GOOD + Customization push notifications, easy to use account and subscription management. + Ability to update delivery address + In-app support and customer service options + Customer reviews, dog profiles, nutrition info. + 100% money back guarantee, 60% off first order + App only offers payment by credit card and delivery to certain areas.	GOOD + Customization push notifications, easy to use account and subscription management. + Ability to update delivery address + In-app support and customer service options + Customer reviews, dog profiles, nutrition info. + 100% money back guarantee, 60% off first order + App only offers payment by credit card and delivery to certain areas.	GOOD + Website provides info on accessibility features and offers customer support via phone and email. + App includes Voiceover technology and adjustable font sizes. + Doesn't offer different languages, text-to-speech, or keyboard navigation	GOOD + Well designed and intuitive + A lot of information on website to take in at each stage of the process, which could be overwhelming for some users.	GOOD + Prominent calls-to-action and clear menu categories and search function + Dog's navigation can be somewhat slow to respond at times. + Can only login to app if you have an existing account.	GOOD + Clean, modern visual design that is consistent with the brand's messaging and values. + Clear and compelling brand identity that emphasizes its commitment to providing high quality, customized dog food. + Use of high-quality photos. + Consistency between website and app. + It may be somewhat generic or indistinguishable from other pet food brands, may not be memorable.	Conversational tone. Conveys expertise and commitment to quality while still remaining approachable. The website includes sections such as "Our Story" and "The Ole Experience" that help to humanize the brand and create a sense of community.	OUTSTANDING + Highly descriptive, as it provides a wealth of information about its products, processes, and values. + Clear information about what the user will receive in their delivery box. + Information about different plans.			
Chewy	Direct	Plantation, FL	\$1	www.chewy.com	Large	New pet parents who seek the convenience of a wider range of high-quality pet products at competitive prices. Unparalleled customer service team whose quick and thoughtful responses (like concierge carts when a pet who has just been treated gets passed) make them a trusted brand.	One-stop-shop for pet owners to purchase a wider range of high-quality pet products at competitive prices. Unparalleled customer service team whose quick and thoughtful responses (like concierge carts when a pet who has just been treated gets passed) make them a trusted brand.	GOOD + Modern and visually appealing design, with bright colors and high-quality images of pets and pet products. + The homepage may be overwhelming to some users, as it contains a lot of information and promotional banners. + Easy to use, intuitive, excellent search feature with filter options. + May be too overwhelming to some users, as it contains a lot of information, categories, options and promotional banners. Hicks Law could be used to simplify choices and remove barriers in decision-making.	GOOD + Clear product categories, advanced search and precise navigation. + Autoplay personalized pet profiles, 24/7 customer support. + App has personalized dog food recommendations feature (including portion size). + Payment options include PayPal and Google Pay + Limited information on product sourcing and ingredient quality. + Some users report app crashing or not syncing with website.	GOOD + They are taking steps to include keyboard and precise navigation. + Offers two different languages. + App offers voice search option. + Can adjust text size on web and app through device settings (not in-app) + The website does not appear to have any built-in features for users with color blindness, such as a color-blind mode.	GOOD + Seamless checkout process. + Customized, overwhelming, difficult to locate information and products. + Clear and intuitive navigation menus and search features. + Lots of elements competing for attention.	RATING + Highly recognizable, distinctive, consistent. + May not appeal to users who are looking for organic premium, high-end shopping experience. + Branding may lack a clear message or reason.	Friendly, approachable and customer-focused.	GOOD + Detailed product descriptions for most items. + User-generated content. + There is limited information on their website about the carbon footprint of their products and their sourcing practice.					
Petco	Direct	San Diego, CA	\$1	www.petco.com	Large	market may vary by location and store type, such as whether they cater more towards urban or suburban populations. Additionally, they may have specific marketing campaigns targeted towards specific demographics, such as seniors or families with young children.	Petco's unique value proposition is their comprehensive approach to meeting the needs of both pets and their owners, while also promoting responsible pet ownership and animal welfare.	GOOD + Clean and organized layout + Bright colors with great contrast + No clear CTA	NEEDS WORK + High contrast mode + High contrast mode + Offers personalization or skip option. + App seems slow to load on homepage/checkout/feeds + Asks for location information every time you try to navigate	OKAY + User-friendly search function + Includes credit card or PayPal payment options. + Quick re-ordering and delivery options. + No main navigation	OKAY + Accessibility Policy on website + High contrast mode + Keyboard accessible + Some users have reported issues with screen reader compatibility. + Some all text not very descriptive. Seems only to be available in English.	OKAY + Search bar prominently displayed. + Checkout process seems streamlined and straightforward. + Slow loading/loading crashes. + A link is cluttered. + Annoying pop-up asking for location.	OKAY + Good search bar and filtering options + Find the navigation confusing, it's quite difficult to know where to start shopping	GOOD + Clean and professional look, mostly blue and white with a pop of color. + Not very modern or visually appealing.	The messaging and language used is inclusive and welcoming, appealing to a broad audience of pet owners.	RATING + High-quality images, descriptions and user reviews. + Could be more information about the company's sustainability and environmental practices.			
PAWSM	Indirect	Zagreb, Slovenia	\$	www.pawsm.com	Small	Tech savvy dog owners who are health-conscious.	Parents will help you find and measure the perfect meal for your pup.	NEEDS WORK + Clear information about what the app does + Poor design, low-quality images	NEEDS WORK + Dark mode and light mode optimization options + Fun and details of your dog + Can add daily activities + Nutrition information about different food. + Does not suggest food for your dog at all. + Hard to add dog's birthday	OKAY + User-friendly search function + Includes credit card or PayPal payment options. + Quick re-ordering and delivery options. + No main navigation	NEEDS WORK + No accessibility functions	NEEDS WORK + Single at first to add your dog's information. + After you have added your dog, there are no clear instructions as to what to do next.	NEEDS WORK + There are some clear instructions as to what to click first. + Very difficult to add your dog's birthday. The feature does not seem to work.	NEEDS WORK + The website and app's visual design do not seem to instill any confidence in the product.	The tone seems to be casual and fun but does not seem to instill any confidence in the product.	NEEDS WORK + Difficult to know if they are selling a pet bowl or a nutrition app product.			