

Competitive audit										Competitive audit goal: Compare snack ordering experience of each competitor's website/app									
General information										UX (Exact: needs work, okay, good, or outstanding)									
Competitor type	Location(s)	Product offering	Price	Website	Business size	Target audience	Unique value proposition	First Impressions		Interaction				Visual design		Content			
Competitor type	Location(s)	Product offering	Price	Website	Business size	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Content			
Cinemark	Indirect New York, NY	Large selection of snacks and drinks that can be pre-ordered and brought to seat or picked up	\$5	https://www.cinemark.com/food-and-drink	large	kids and their parents	snacks and full meals can be brought to seat or picked up	Good - easy to use - not appealing website/light website makes it hard of a movie theater site	Good - visually appealing - A little difficult to find food/snack button	Good - Free Rewards program option - food/snack button takes you to mobile website	Needs Work - Can't change from dark mode to light mode - Couldn't change language	Needs Work - leaves app and goes to mobile website - Have to give credit card info before seeing the menu	Needs Work - Leave app to go to website - Have to find the food option in the more category	Okay - Strong brand identity with colors and font on website - App and website colors don't match	Boring	Needs work - Not engaging - Very brief			
AMC	direct New York, NY	Snacks can be pre-ordered and brought directly to seat	\$	https://www.amctheatres.com/food-and-drink/order-ahead	large	teens	snacks can be brought to seat	Outstanding - Very appealing website - Easy to find food/snack button	Outstanding - Very well designed app - Easy to use	Outstanding - Easy to navigate and order snacks - Free Rewards program	Needs Work - Couldn't change language - Icons have words on them	Outstanding - Easy to use and straightforward payment process - Can go back and add more items easily	Outstanding - Easy to use and straightforward navigation - Clear indication of clickable elements - Modern design	Outstanding - Strong brand identity with colors, fonts and imagery - Modern design	Fun, engaging and informative	Outstanding - Fun movie play - Key information is present			
Regal	Indirect Gilbert, AZ	Snacks can be pre-ordered and picked up	\$	https://www.regmovies.com/multiplex/ta/promotions/snack-essence	large	movie goers in large suburban area	snacks can be pre-ordered on mobile app and picked up	Needs Work - Visually appealing website - can't pre-order snacks from website	Okay - Visually appealing - Not sure what some icons mean	Outstanding - Free Rewards program - Easy to order snacks	Needs Work - Icons can be confusing to understand - Could not find how to change language on app	Okay - Placement doesn't look like a button - Checkout is easy	Okay - Easy to order snacks - Navigation icons are unfamiliar on app	Outstanding - Modern and trendy design - Colors and font match on mobile app and website	Engaging and informative	Good - Key information is present - Too descriptive			