

Competitive Audit	General			First Impression		Interaction				
Competitor	Competitor type	Website	Business size	Desktop website experience	Mobile website experience	User flow	Navigation	Consistency	Tone	Descriptiveness
Chamberlain Coffee	Direct	http://chamberlaincoffee.com	Small	Good + Visually appealing	Good + Fully responsive - Interaction was not as smooth on mobile	Good + Easy to find key info (menu, location, hours) - No clear hierarchy, difficult to scan quickly	Outstanding + Easy to navigate + Clear indication of clickable elements	Okay + Recurring elements with the same function - Some pages are busy (e.g., home page), while some pages are empty (e.g., hours)	Serious and direct Friendly in some places	Outstanding + Easy to follow + Short and to the point
Nespresso	Direct	https://www.nespresso.com	Big	Outstanding + Easy to use + Engaging animations + Clear branding	Outstanding + Fully responsive + Animations added to enhance the mobile experience - Menu is hard to read	Outstanding + Easy to find key info (menu, location, hours) + Info is kept up-to-date (e.g., holiday opening)	Outstanding + Very easy to navigate + Familiar way to navigate (e.g., swipe)	Okay + Clear information architecture (e.g., hierarchy between titles and details) - Elements do not have clear functions (e.g., same button style to approve / cancel order)	Serious and direct Friendly in some places	Outstanding + Short and to the point
Senseo	Indirect	http://www.senseo.us/coffee/orig	Big	Okay + Easy to navigate and find information - Feels dense and overwhelming in places	Okay - Not responsive - Menu is hard to read	Okay + Fun to use - Difficult to find key info (menu, location, hours) due to animation load time	Okay - Somewhat difficult to navigate - Some elements seem clickable but are not	Good + Consistent presentation of information + Clear information architecture (e.g., hierarchy between titles and details) - Missing branding and overarching style	uncertain and indirect	Good + All key info is present - Too descriptive