

Competitive audit														
Compare the booking experience for shipping of each competitor's app														
	General information						Interaction				Visual design		Content	
	Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Website <small>(URL)</small>	Target audience	Unique value proposition	First Impressions App	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Description
Swiggy Genie	Indirect	India	Food ordering, instant grocery and shipping using bike	https://www.swiggy.com/	Urban and semi-urban dwellers	Offers instant pick-up and drop service, catering to various needs including groceries, food delivery, and small item shipments.	RATING - 4.5/5 + Clean, simple and user-friendly interface - Missing some to the vital features like saving contacts	RATING - 2/5 + Order anything from a shop, tracking link via SMS, saving task for later, reverse addresses - Avoiding electronics, only for small items, that can fit in a backpack, missing many vital features	RATING - 1/5 - Limited language support, no accessibility features	RATING - 4.5/5 + Easy to follow	RATING - 4.5/5 + Clearly labelled sections, intuitive placement of options	RATING - 4.5/5 + Reflects the Swiggy brand's vibrancy and association, contributing to a fun and engaging identity	Friendly and approachable	RATING - 4/5 + All key info is present with good amount description - Misses description at some places
Dunzo	Indirect	India	Grocery and shipping using bike	https://www.dunzo.com/	Tech savvy urban users	Known for its 'anything-delivered' tagline, Dunzo offers a wide range of services including pick-up and drop for various items within a city.	RATING - 4/5 + Modern design with straightforward user flow - Missing few of the vital details about the service itself	RATING - 1/5 + Optional instructions - Missing a lot of vital features like ETA	RATING - 1/5 - Limited language support, lack of customization	RATING - 4/5 + Easy to follow - Difficult to find limitations of the services	RATING - 4.5/5 + Categorized sections, intuitive placement of options	RATING - 4/5 + A modern, diverse, and somewhat quirky brand identity that aligns with its 'anything-delivered' ethos. - Not coherent	Bland and robotic	RATING - 4/5 + All key info is present with good amount description - Misses description at some places
Porter	Indirect	India	Different logistic services using bike	https://porter.in/	Business and individuals	Specializes in the transportation of goods, focusing on bulk deliveries and logistics.	RATING - 3.5/5 + More number of features and options - Feels dated and cluttered	RATING - 4.5/5 + Save address, extracting details from contacts, add multiple stops, marking goods type, trip share	RATING - 2/5 + Voice input for locations - Limited language support, lack of customization	RATING - 3.5/5 + Clear order summary, easy cancellation - Difficult to follow, limited user guidance, inadequate tracking options	RATING - 3/5 + Clearly defined sections - Complex menu structure	RATING - 2/5 + Reflects a professional and straightforward approach, focusing primarily on logistics. - Lacks personality	Clear and informative	RATING - 3/5 - Could be more descriptive