

Competitive audit														
Compare the booking experience for shipping of each competitor's app														
Competitor type	Location(s)	General information			First Impressions		Interaction				Visual design		Content	
		Competitor type	Location(s)	Product offering	Website (URL)	Target audience	Unique value proposition	App	Features	Accessibility	User flow	Navigation	Brand identity	Tone
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 more.	<b>RATING - 4.5/5</b> <ul style="list-style-type: none"><li>+ Clean, simple and user-friendly interface</li><li>- Missing some of the vital features like saving contacts</li></ul>	<b>RATING - 3/5</b> <ul style="list-style-type: none"><li>+ Order anything from a shop, tracking link via SMS, saving tasks for later, reverse addresses</li><li>- Missing a lot of vital features like saving contacts, only for small items, that can fit in a backpack, missing many vital features</li></ul>	<b>RATING - 1/5</b> <ul style="list-style-type: none"><li>- Limited language support, no accessibility features</li></ul>	<b>RATING - 4.5/5</b> <ul style="list-style-type: none"><li>+ Easy to follow</li></ul>	<b>RATING - 4.5/5</b> <ul style="list-style-type: none"><li>+ Clearly labeled sections, intuitive placement of options</li></ul>	<b>RATING - 4.5/5</b> <ul style="list-style-type: none"><li>+ Reflects the Swiggy brand's vibrancy and association, contributing to a fun and engaging identity.</li></ul>	Friendly and approachable	<b>RATING - 4/5</b> <ul style="list-style-type: none"><li>+ All key info is present with good amount of description</li><li>- Misses description at some places</li></ul>
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.	<b>RATING - 4/5</b> <ul style="list-style-type: none"><li>+ Modern design with straightforward user flow</li><li>- Missing few of the vital details about the service itself</li></ul>	<b>RATING - 1/5</b> <ul style="list-style-type: none"><li>- Optional instructions</li><li>- Missing a lot of vital features like ETA</li></ul>	<b>RATING - 1/5</b> <ul style="list-style-type: none"><li>- Limited language support, lack of customization</li></ul>	<b>RATING - 4/5</b> <ul style="list-style-type: none"><li>+ Easy to follow</li><li>- Difficult to find limitations of the services</li></ul>	<b>RATING - 4.5/5</b> <ul style="list-style-type: none"><li>+ Categorized sections, intuitive placement of options</li></ul>	<b>RATING - 4/5</b> <ul style="list-style-type: none"><li>- A modern, diverse, and somewhat quirky brand identity that aligns with its 'anything-delivered' ethos.</li><li>- Not consistent</li></ul>	Bland and robotic	<b>RATING - 4/5</b> <ul style="list-style-type: none"><li>+ All key info is present with good amount of description</li><li>- Misses description at some places</li></ul>
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.	<b>RATING - 3.5/5</b> <ul style="list-style-type: none"><li>+ More number of features and options</li><li>- Feels dated and cluttered</li></ul>	<b>RATING - 4.5/5</b> <ul style="list-style-type: none"><li>+ Save address, extracting details from contacts, add multiple stops, marking goods type, trip share</li></ul>	<b>RATING - 2/5</b> <ul style="list-style-type: none"><li>+ Voice input for locations</li><li>- Limited language support, lack of customization</li></ul>	<b>RATING - 3.5/5</b> <ul style="list-style-type: none"><li>+ Clear order summary, easy cancellation</li><li>- Difficult to follow, limited user guidance, inadequate tracking options</li></ul>	<b>RATING - 3/5</b> <ul style="list-style-type: none"><li>+ Clearly defined sections</li><li>- Complex menu structure</li></ul>	<b>RATING - 2/5</b> <ul style="list-style-type: none"><li>+ Reflects a professional and straightforward approach, focusing primarily on logistics.</li><li>- Lacks personality</li></ul>	Clear and informative	<b>RATING - 3/5</b> <ul style="list-style-type: none"><li>- Could be more descriptive</li></ul>