

Competitive audit	UX (rated: needs work, okay, good, or outstanding)																
	General information							Interaction									
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Visual design	Tone	Descriptiveness
	Ruben's Brews	Direct	Ballard, WA	A variety of craft beer	\$\$\$	www.rubensbrews.com	Small	Adults and Family	offer a large range of beer and cider on tap. Located in the brewery district of Ballard.	Outstanding + The website is clear and easy to use that is consistent with branding. - The loyalty program is not clear	Good + Consistent with desktop UI - The carousel at the bottom of the screen is cut off - No app experience	Needs Work + Donation program is highlighted, private reservation spaces - No Loyalty program	Good + Color contrasts are easy to read and adjust depending on the background - There are no language or audio options for menu	Good + One can purchase and pay on the site using google pay. - They ask that you call a number to inform them when you have arrived on site.	Good	Good + Very consistent, strong imagery, colors, fonts - logo "beer unbound" conflicts with image of bo	Artisanal and enticing
Great Notion Brewery	Direct	Ballard, WA	Craft beer and food	\$\$\$	www.greatnotion.com	Medium	Adults	offer a large range of beer and cider on tap. Located in the brewery district of Ballard. Offer food in house	Fair + The website has interactive UI - The website directs the user to download the mobile app. The website features information on the brewery as a footnote so you need to download the app in order to get a more complete experience	Good + Simplified purchasing, Art is edgy and engaging and full of animation that guides the user on a game like process for loyalty - The UI is not intuitive, the icons when hovered on do not illuminate text.	Good + App is creative and engaging, loyalty program is impressive - Have to download the app to use the loyalty program	Good + Contrasts are good and the videos are fun and descriptive, audio guided - Unclear icons, not inclusive design	Good + it is easy to navigate - icons are not labeled and are unfamiliar	Outstanding + Beautiful art and interaction that aligns with the logger branded theme	Good + Fun descriptions - Unfamiliar and missing some information		
Fishtale	Indirect	Olympia, WA	Craft beer and food	\$\$	www.fishtalebrewing.com	Small	Adults and Family	Offer a small range of beer and a large menu of food in a family friendly atmosphere.	Needs Work + includes directions, menu and tap menu info - There is not an apparent home button - UI is dated -button interaction is not designed well - layout is not responsive	Okay + includes a hamburger menu icon is familiar but it does not move with the scrolling - Single page includes too much info - Logo does not work as a home button (not intuitive) -Button text is cut off -Font is inconsistently used -looks like an afterthought	Okay + includes a clear loyalty program - address and menus are accessible +User can make reservations - all of the info on a single page appears cluttered - Merchandise cannot be purchased online	Needs Work - Difficult way finding. Font is not standardized - Fonts in the menu pdf are too small to read on a mobile device	Okay + Basic user flow - Not memorable	Needs work - There is a clear hierarchy in the user flow - Wayfinding is difficult without a link to the home page	Needs work - Logo is bold and font colors align - Visual design does not communicate the companies ethos - Visual design appears dated	Down to earth and unpretentious	Okay -Very little story or verbiage