

Note	I couldn't find any direct competitor for a snack ordering app for movie theater.																	
Competitive audit	Compare the ordering experience of each competitor's app																	
	General information								UX (rated: needs work, okay, good, or outstanding)									
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions		Interaction				Visual design		Content	
									Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
UberEats	Indirect	Belgium	Food delivery	\$\$	https://www.ubereats.com/be-en/	Large	Students & working adults	Offers a huge choice of restaurants	Good + Minimalist & colorful style - Too many filters everywhere without clear call to action	Good + Easy to use, clean design + Smooth ordering process	Outstanding + Automatic localization + Specials offers, reward program + Payments with meal vouchers + Variety of services (flowers, drivers, etc.)	Needs work - impossible to change language in the app	Good + Classic clear navigation - Filters are duplicated	Good + Strong brand image, consistency in pictograms and illustrations - The screen is sometimes too full, Odd placement of the search bar	Young & friendly language	Outstanding + All key info are present (offers, popularity, gluten/vegan, estimated waiting time, etc.)		
Deliveroo	Indirect	Belgium	Food delivery	\$\$	https://deliveroo.be/en/	Large	Students & working adults	Offers a huge choice of restaurants	Okay - Very similar to uber eats - Too many categories (+120)	Good + Clear call to action + Useful highlighted content	Okay + Late delivery category	Needs work + High contrasts - impossible to change language in the app	Good + Clear call to action + Clear detail of fees	Needs work - too many categories - No navigation bar	Good + Strong brand image (colors) - Some pictures could be better	Engaging communication	Great - Lack of fancy descriptions - Lack of tags on allergens	
Gorillas	Indirect	Belgium	Ultra fast groceries delivery	\$	https://gorillas.io/en	Medium	young adults	Delivers groceries in minutes.	None (mobile app only)	Okay + Clear call to action + Categories well organized	Needs work - Lack of features	Needs work - The app is in French but other languages are displayed	Good + Very straightforward	Good + Classic navigation bar + Search bar works well	Needs work - Design not very sophisticated or up-to-date	Neutral tone	Good + Goes into the detail (nutritional value)	