	General information						
	Competitor type (direct or indirect)	**Location(s)**	**Product offering**	**Price** ($ - $$$$)	**Website** (URL)	**Business size** (small, medium, large)	**Target audience**
Jimmy Johns	Direct	2705 Cleveland Ave Ste. 101, Fort Myers, FL 33901	Fresh to order sandwiches of different sizes; 17 classics	$	https://online.jimmyjohns.com/	Large	On-the go adults
Wicked Good Deli	Direct	3940 Metro Pkwy, Fort Myers, FL 33916	23 specialty deli sandwiches, subs, and wraps	$	https://www.wgdeli.com/	Small	Adults craving deli sandwiches
Subway	Direct	1400 Colonial Blvd, Fort Myers, FL 33907	Classic subsho+D10p and salad bowl franchise menu	$	https://order.subway.com/en-US	Large	On-the-go adults
Jason's Deli	Indirect	13550 Reflections Pkwy, Fort Myers, FL 33907	Clean, wholesome ingredients in wide menu, catering, vegetarian, and gluten-sensitive menus	$$	https://www.jasonsdeli.com/	Medium	Families wanting a wide range of deli favorites
Chic-fil-a	Indirect	4752 Colonial Blvd, Fort Myers, FL 33966	Chicken breakfasts, meals, entrees fast food Friendly, easily customizable	$	https://order.chick-fil-a.com/menu	Large	Families wanting chicken-based meals

Unique value proposition	First impressions		Interaction		
	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow
"Unwhich" (lettuce wrap) option	**OUTSTANDING** + Consistent visual identity + Good layout/organization - Red background harsh on eyes	**GOOD** + Visuals seem to be darker subset to JJ theme + Good tab bar organization - A lot of text and dark colors on customization	**OUTSTANDING** + Rewards program addable to Apple Wallet + Favorites option - No mobile group order	**GOOD** + Allows for Siri ordering - Text-heavy	**OUTSTANDING** + Separate customizations page + Customizations logical (extra, reg, ez, no)
BYO option	**OKAY** + Easy to navigate - Third party order through ChowNow - Menu lacks caloric information and imagery	**NEEDS WORK** + Good webpage navigation - Third party order in new window - Loses brand identity	**OKAY** + Schedule order in advance - Third Party doesn't pertain to restaurant rewards	**OKAY** + Text reader-friendly (assumption) - No imagery	**OUTSTANDING** + Clear, straight forward ordering process + Required and optional customizations good
More variety in bread options	**GOOD** + CTA buttons clear - Visual consistency is okay - A lot of white space	**GOOD** + Good UI - Visual consistency is great on app - App organization can be improved	**GOOD** + Membership rewards program - Guests have no additional features	**GOOD** + Text-reader friendly (assumption) + Imagery for customizations/ingredients	**OUTSTANDING** + Sandwich customizations clear + Quantity options pop-up upon selecting an ingredient
Filtered menus for vegetarian and gluten sensitive; location-based nutrition & allergen tool	**OUTSTANDING** + Good menu bar organization and location + Visual branding and tone very homey/fall - May be too overwhelming	**OUTSTANDING** + Visual consistency across platforms + Great tab bar organization and response - Customizations are very wordy	**OUTSTANDING** + Vegetarian and Gluten Free Menus + Easy customizations and write-in options	**GOOD** + Text-reader friendly (assumption) - Very wordy	**OUTSTANDING** + Clear sequence to order and allow for customizations + Checkout process/cart access well situated
Calories are updated as orders are modified	**OUTSTANDING** + Clear visuals and menu + Customizations are easy and graphic - A lot of white space	**OUTSTANDING** + Customizations are smooth and easy to use + Favorites menu - Scrolling for caloric information	**OUTSTANDING** + Reward program + Saving orders + Scan in store option	**OUTSTANDING** + Text-reader friendly (assumption) + Images for all menu items and ingredients	**OUTSTANDING** + Easy customizations + Check out very efficient

UX				
	Visual design	**Content**		**Caloric Information, Dietary Restriction, and Allergy Consideration**
Navigation	**Brand identity**	**Tone**	**Descriptiveness**	
GOOD + Easy basic navigation + Clear indication of CTA elements	**OKAY** + Color scheme consistent - Very dark theme on mobile - Lack of other consistent elements	Dark, edgy. masculine Food for all appetites (little johns and gargantuan)	**GOOD** + Thorough - Too much text	**OKAY** + Includes basic calorie range or set value - No filter features or write-in for dietary restrictions or allergies - Limited options for varying dietary restrictions and allergies
GOOD + Clear access to cart and menu - Lacks direct bar tab to account access	**NEEDS WORK** + ChowNow third party simple identity (not unique) - Does not match Wicked Good's branding	Confident, artisan, specialty.	**OKAY** + Clear descriptions - Imagery would help content	**NERDS WORK** + "Special instructions" allows for allergy/restriction write-ins - No caloric information - Limited options for varying dietary restrictions and allergies
OUTSTANDING + Cart accessible on all screens + Create combo option after creating sandwich	**OKAY** + Clear and legible - A lot of white - Not very unique	Fun, energetic, fresh, descriptive	**OUTSTANDING** + Really sells the content well + Clear imagery for sandwiches and individual elements	**GOOD** + Allows for "real time" caloric updates per customizations - No filter features or write-in for dietary restrictions or allergies
OUTSTANDING + Clear way to reach cart at all times + Well organized menu groupings	**OUTSTANDING** + Strong visual consistency with color schemes, fonts, and other elements + Successful feeling of comfort with design	Family-friendly, September, comfortable, healthy	**GOOD** + Sandwich images and descriptions good - Very text heavy (i.e. box for "tomato" or "no tomato")	**OUTSTANDING** + Includes separate menus for gluten-free and vegetarian menus + Also has "special requests" in customizations in addition to clear customization options - Does not have updated or isolated caloric information
OUTSTANDING + Rewards program easily accessibly and redeemable +Shopping cart access and check out process smooth	**VERY GOOD** + Definite visual consistency - A lot of white space, but seems to be major part of the color scheme	Fun, fast, easy, kind	**OUTSTANDING** + Menu items and ingredients have images and descriptions + Good variety for their catered audience	**OUTSTANDING** + Live updates to caloric total with customizations + Dairy and gluten allergy-friendly