

# Competitive Audit Report

## 1. Competitive audit goal(s)

To compare the desktop and mobile online ordering experiences of Mike's Pizza competitors.

## 2. Who are your key competitors?

My key competitors are **Pizza Hut** (direct competitor), **Domino's Pizza** (direct competitor), **Little Caesars** (direct competitor), and **Jimmy Johns** (indirect competitor).

In this competitive audit, **Pizza Hut** is the largest pizza chain, with 18,703 domestic and international restaurants. It is the strongest competitor to Mike's Pizza because of its reputation for using fresh ingredients and producing high-quality pizzas. Additional advantages include a wide variety of menu items, such as wings, pasta, desserts, sides, and dips, along with quick pizza preparation. However, Mike's Pizza has a pricing advantage, as its pizzas are significantly more affordable than those at Pizza Hut. Both brands target younger audiences and families, but Pizza Hut primarily segments higher-income and business-class families, while Mike's Pizza targets a broader audience of families and young individuals.

**Domino's Pizza** is a major pizza delivery food chain company consisting of 15,000 restaurants domestically and worldwide. It exceeds Mike's pizza in similar areas as Pizza Hut, offering a menu variety of chicken, pasta, salads, bread, dips, and loaded tots. It has the unique reputation of delivering pizza's fast. Domino's pizza targets the lower middle class and middle class income group within the ages of 18-39. Both Domino's and Mike's target a similar audience. In comparison, Domino's pizza prices are similar to or slightly higher than those at Mike's Pizza. However, Mike's Pizza differentiates itself through its use of higher-quality, natural, and fresh ingredients.

**Little Caesars** is a large pizza chain with 5,463 restaurants worldwide. Within the pizza industry, it is known for being one of the fastest and most affordable options. The brand primarily targets economy-minded adults and families between the ages of 18 and 49. Compared to Mike's Pizza, Little Caesars offers additional menu items such as wings and desserts. However, Mike's Pizza differentiates itself from larger chains through its use of fresh ingredients and its focus on producing high-quality, authentic Italian pizza.

Unlike the previous three competitors, Jimmy John's is an indirect competitor with 2,745 locations across the United States. Although it specializes in sandwiches rather than pizza, it targets a similar audience of young adults and working individuals seeking quick fast-food options. In addition to sandwiches, its menu includes chips, cookies, and drinks. Within the fast-food industry, Jimmy John's markets itself as a healthier alternative by emphasizing fresh bread and hand-sliced meats.

### **3. What are the type and quality of competitors' products?**

Pizza Hut offers a strong online ordering experience on both its website and mobile app. Features include Hut Rewards points, the Pizza Hut Tracker (which provides live order updates via email or text), a store locator, Apple Pay integration, and the option to place advance orders up to seven days ahead. The interfaces feature a clean, well-organized layout that makes it easy for users to quickly find key information such as the menu, ordering buttons, and store hours. The intuitive user flow follows industry standards, with logical steps and flexible navigation that allow users to easily modify previously selected options. Visually, Pizza Hut presents its food in an appealing way, offers a well-designed pizza builder, and maintains consistent branding throughout the experience. In addition, the website and app prioritize accessibility by supporting screen-reading technology and automatically displaying the correct language based on the user's location. However, the platform could be improved by incorporating more engaging copy and adding interactive elements such as videos or animations.

Out of all the applications and website, Domino's Pizza has the most advanced features including: notifications sent directly to the phone, a progress bar tracker, easy access to coupons and deals, a dinner bell feature that can alert family and friends when dinner is ready, Domino's piece of the pie awards, accepts apple and google pay, and a store locator. In regards to accessibility Domino's is outstanding including a voice ordering assistant, on the app automatically changing the language to match that of your device, and on the website displaying the correct language depending on where the user is located. In terms of user flow, the layout of the website and app are well organized (clear order of hierarchy) and follows logical steps making it easy to navigate. The app has a unique structure having the menu and coupons on the top instead of the industry norm of having it at the bottom but it is not confusing. Domino's could improve its website user interface. When a customer begins an order, the webpage appears slightly small because a condensed window opens within the page.

The Little Caesars website and app is known for the pickup feature that allows for an easy in person pickup: an individual places a pickup order, receives a code, goes to the selected Little Caesars, and picks up their pizza at the pizza station by using the code; there is no

need to wait in line. In addition, other features include: reselecting a past order or saved favorite, receiving email or push notification when the pizza is ready, accepting apple and google pay and a store locator. Unlike its competitors, Little Caesar's unfortunately does not have a rewards program or progress bar.

Little Caesar makes their website and app accessible by making it compatible with screen reading technology and displaying the correct language based on the user's location. Little Caesar's website and app is enticing with its use of animation in the app, consistent and fun branding elements, and excellent use of visual hierarchy making it easy to skim.

However, its overall user flow and navigation could benefit from several improvements.

1) **A more flexible user flow.** The current design determines the exact path a user must follow with little flexibility. Once an order is started, if a user wants to select another item and return to the menu, they must restart the ordering process.

2) **Easier menu navigation.** To find menu items in the app, users must scroll until they locate their desired product, which can be tedious. Allowing users to click on categories would provide a more efficient navigation path.

3) **Menu visibility.** The menu is located at the bottom of the website interface, which can make it easy to overlook or difficult to locate.

Jimmy Johns has an exceptional online ordering system both on the website and app including features such as: reward system, store locator, reselect a past or saved order favorite, and it accepts google or apple pay.

In terms of accessibility, Jimmy John's is rated as "Good" rather than "Outstanding" due to some limitations within its ordering system. For example, the platform supports assistive technology through a free AudioEye toolbar, but the website and app are only available in English and do not currently support additional languages.

The user flow of the Jimmy John website and app is "Outstanding." It is easy to find key information, the online order feature follows logical steps, and the layout is clear and organized making it easy to skim and navigate freely. On the app, the bottom bar always remains fixed allowing the user to revisit the menu, or change the location of the Jimmy John's they are ordering from. Similarly, the website maintains a fixed header, making navigation consistent and accessible throughout the ordering process.

## 4. How do competitors position themselves in the market?

Pizza Hut positions itself as a quality pizzeria that makes fresh pizza out of fresh ingredients. It targets a younger audience and segment high incomes and business class families which can spend money on the best pizzas in the market. Pizza Hut is both a domestic and international food chain. Customers go to Pizza Hut to get a quality, rich, custom, filling pizza.

Domino's Pizza positions itself as the delivery powerhouse emphasizing its progress tracker for the user's convenience in coordinating their pickup or delivery. When customers go to Domino's they expect great communication, accurate pizza delivery or pickup times, fair priced pizza, and hot and fresh pizza. Domino's targets the middle class income group and individuals between the ages of 18-39 who are students, professionals, etc. It is both a domestic and an international food chain.

Little Caesars Pizza positions itself as a cheap, fast pizza service with, generic pizza toppings ready for their customers in 30 sec or less. Little Caesar targets economy minded 18-49 adults and families that are looking for fast service. It is a domestic and international food chain.

Jimmy Johns is a domestic sandwich food chain that markets themselves as a healthy alternative fast food option that makes quality and fresh sandwiches. Jimmy John's target audience is young adults and employed people.

## 5. How do competitors talk about themselves?

**Pizza Hut** describes itself to be a pizza restaurant that produces high quality pizza with fresh ingredients. It promises customers fast, hot pizza served with a smile. The company believes it does more than just create pizza. It creates a memorable customer experience providing a welcoming, at-home dining experience by treating customers like family and delivering high-quality pizza. Pizza Hut promotes its brand with the slogan "No One Out Pizzas the Hut," emphasizing its focus on quality through features such as stuffed crust and specialty pizza styles like New York and Detroit-style pizza. The company also describes its app as seamless, fast and easy to use.

**Domino's Pizza** describes itself as an innovative, powerhouse pizza delivery restaurant producing pizza with high quality ingredients at a fair price. Domino's prides itself for providing customers with a fast, easy, seamless and EFFICIENT ordering experience on the app stressing their innovative nature including features that are above and beyond beating their competitors. Domino's heavily markets its commitment to customer communication through the use of its tracker feature, which helps users coordinate their pickup or delivery. The tracker informs the customer using 5 steps: 1) order placed 2) Prep 3) Bake 4) Quality Check 5) Ready for Pickup or Out for Delivery. Recently, Domino's has marketed Dom, their

new voice recognition feature that allows consumers to speak orders to the app.

**Little Caesars** describes itself to produce cheap and fast pizza produced in 30 sec or less. It prides itself for being the BEST VALUE pizza. Little Caesar is famous for saying two words twice, "Pizza, pizza," which promotes the idea that customers can get two pizzas for the price of one. Their app is heavily marketed to help facilitate a customer's pickup experience.

**Jimmy Johns** describes itself to be a fresh and fast sandwich shop that cares about health. Jimmy John's emphasizes its commitment to fresh ingredients by highlighting practices such as hand-slicing their cheese and meat daily, baking fresh bread every day, and only adding fresh, hand sliced vegetables. The app for Jimmy Johns is meant to be easy, fast, and rewarding. Jimmy Johns promotes its freaky fast rewards.

## 6. Competitors' strengths

Pizza Hut:

- Most organized interface
- Aesthetically beautiful pizza builder on the website
- Prioritizes customers happiness and making them feel like family; focuses on their quality of service
- "No One Out Pizzas the Hut"; Strives to make their pizza special in new ways and keep their customers happy by offering customizable features or unique limited offerings

Domino's Pizza

- Created the Pizza Tracker Concept
- DOM: Voice Recognition Feature
- Delivery powerhouse
- The most innovative; EFFICIENT
- Prioritizes coupons / deals for customers by including a designated button for it on their app

Little Caesars

- On the app can choose between two pizza builders
- Strong, fun, gravitating branding; enticing animation on the app
- Strongest / most convenient pickup system
- The friendliest
- Best Value; Has the best deals

Jimmy Johns

- Markets their reward system the best
- Outstanding user flow on the website and app

## 7. Competitors' weaknesses

Pizza Hut:

- Order now button on the website is not eye catching
- Lack of catchy and interactive / directed verbiage

Domino's Pizza

- On the website showcases the deals more than the food; Could do better in their imagery
- On the website the interface can appear too small at times; for example the pizza builder opens up on another window and the pizza builder and options are small; a bigger / expandable page would make it more accessible and easier to read
- Navigation bar is at the top instead of the bottom on the app; goes against industry standard

Little Caesars

- Navigation on the app is too limiting; it does not allow user's to make quick changes
- The app is a bit tedious; lots of scrolling instead of quick and fast clicking
- Menu button on the website is hard to find; must scroll all the way to the bottom; the menu could be easily missed

Jimmy Johns

- Accessibility could be improved by including different languages for the app and website
- Does not show specials on front page of the app

## 8. Gaps

- At times, app can be slow to load
- Not all of the apps / websites offer easy pay features such as Google and Apple Pay
- Making changes to an order can be tedious; in particular changing credit card information once a card has already been saved

## 9. Opportunities

- Voice recognition technology on the app that can select a user's order when the user speaks into the app
- Improved loading speed
- Improving navigation on the app to make key point selections (location, menu items, deals /coupons) easily accessible and to simplify the process of making changes