

Google UX Certification Project

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PetLov

Pet Food Delivery App

Competitive Audit

Competitive Audit Goals:

Having a clear view of the offer and the ease of purchase of the options pet owners have to buy pet food in Chile

Who are the key competitors?

Fallabella

Novapet

Best For Pets

About Competitors:

In the delivery aspect, **Fallabella** seems to have the leverage in terms of competition, their menus are very easy to navigate and after searching the products, buying flow is very intuitive and it offers a lot of options.

However, in terms of a robust and specific pet food platform, **Novapet** has the widest and most specialized varied offer of different quality products for a wide range of budgets, and the website experience, while not perfect, it's pretty functional.

What are the type and quality of their products?

Both **Fallabella** and **Novapet** have a wide arrange of products, from budget to high quality, but **Novapet** has a widest arrange of premium and deluxe products that also take in consideration factors like health, sterilization, the purity of ingredients and offers alternatives for medicine and toys as a bonus.

How do competitors position themselves in the market?

FALLABELLA

Has a very professional presence, multi socialnetwork platforms with client service oriented functions to solve delivery problems and more.

Novapet

Has a solid positioning with a wide range of social networks with pet related content and news about products and sales.

Best For Pets

Positions itself in a wide range of platforms,some of them have less care than the others, being the website the most important of them.

How do competitors talk about themselves?

FALLABELLA

Talks about itself as an online only store that has a wide arrange of products, including pet food, but it's not a priority.

Novapet

Talks about itself as a store that takes shipping products well and fast very seriously, boasting also a wide range of products.

Best For Pets

Talks about itself as an specialized store that is run by people that know and care about pets, offers info and teaches some things that people need that they don't even know they need.

Competitors' strengths

FALLABELLA

Their strength is being established enough to be trustworthy, their app always has something that can be useful, even in the pet food category.

Novapet

Their strength is being complete and robust, it has a good navigation that allows the user to reach to the desired item in little time.

Best For Pets

Their strength is their reputation about taking product shipping very seriously, the website is good enough and they have a wide range of products in different quality tiers.

Competitors' weaknesses

FALLABELLA

Pet food it's not their priority, it's not on the homepage and the branding doesn't even suggest the idea of pet related products, their stock and shipping is third party dependant with an user voted store qualification system.

Novapet

Their website has annoying pop ups, and their messages are not conveyed in an efficient way in terms of text density and an overuse of AI images that makes it seem generic, they are single region based too, so same day or even next day deliveries are not an option for every user.

Best For Pets

Their Weakness is presentation, designs are unpolished and web design is dated, the fact that it's main store is in Santiago, the delay if the user lives far away it's going to be longer.

GAPS:

There is no way to buy Pet Food in a quick way without having to navigate in a convoluted website or having to filter specific products in an existing website.

There is no personalized aspect about Pets in general in any page or app, that takes advantages of the Pet culture among millenials and Pets as a member of family rather than a commodity, integrating that as a functionality rather than a pure brand building statement.

OPPORTUNITIES:

There is a huge opportunity in making a Pet Food app that offers a personalization based on user provided info that makes algorithm based recommendations, based on the pet species, age, sterilization and even budget range for the owner, making it a companion rather than a go to store for power users.