

Competitor Analysis

Mission Burrito

Poncho 8

- Great top nav
- Nice location map
- Nutritional calculator is very handy
- View store provide complete information: tubes, times, email, streets, google maps, restaurant pic
- What's up section is not bad (could be better, dates)
- Good use of social media (on some parts)

Daddy Donkey

- Nice simple page outline
- Really vibrant colours
- Good social medi links
- catering has clean images
- Phone number is clear
- Hype: Like the mention of time out | Metro etc

Boojumex

- Like the celeb endorsements
- Colours are great like the blue
- Nice pictures on the menu page
- News page is clean
- Like the bujum (and a video) truck mention as MB have one of these

Tortilla

- Simple one page
- Nutritional info is cool
- See pic of this store
- Good video of how Burritos are made

Bar Burrito

- Halal menus
- Download menu is a good feature
- Food menu is simple
- Allergy advice downloadable
- Ingredients page is clear and big (mentions halal)

Chilango

- Like how deliver with Uber eats and Deliveroo is clear
- Order collect : great progressive disclosure
- Social media: link are clear on top & bottom
- I think the website is simple but too radical with javascript effects and there are no prices

Benito's Hat

- Like the reviews on the home page
- Menu page is crap what are the deserts? that carousel on footer is a big fail
- Blog is ok but could be better

Burritos Brothers

- Consistent prominence of social links
- No contact information on contact page
- Overall the site is cheap and crap

Burritos Brothers

- Footer is overkill
- Tells you calories on the the pic of food alongside price
- Nice clear bright images
- Really easy progressive ordering system, that lets you check out as as guest and uses its own platform not a third party.
- They have an number of deliver service: Favour, post mates, orderup, tapingo
- They have an app specifically for university students (very smart)

- They have a page that outlines the app with nice, easy to read basic details about the app, on a clean interface
- Catering page is clean and easy to understand outlines all of the food, quantities and recommendations for number of people : even links to a page that guides step by step how to set up catering equipment
- Menu page has nice feature where it outline every food item and give details as to how its cooked and seasoned
- Nutrition page is ideal: lists all the ingredients for every food, has an allergen chart, ha a nutrition calculator.
- FAQ page: is unique for a food site it allows filtering, and links to a form so that you can contact Chipotle.

- Overall the site is a good, clean images and unique ideas but it has issues there is just too much info online, you could read for hours as they have decided to make it feature/information rich at the expense of a complex UX that has many pages, most of which can be consolidated.

Plan Burrito

- Overall more negatives than positives, every page looks cheap and tacky
- General Suggestions
- Outline facilities available: baby changing, Wi-fi
- Social media page: youtube vids, twitter feeds
- Celeb endorsements
- QR code for loyalty
- Any third party ordering have to link back to original homepage