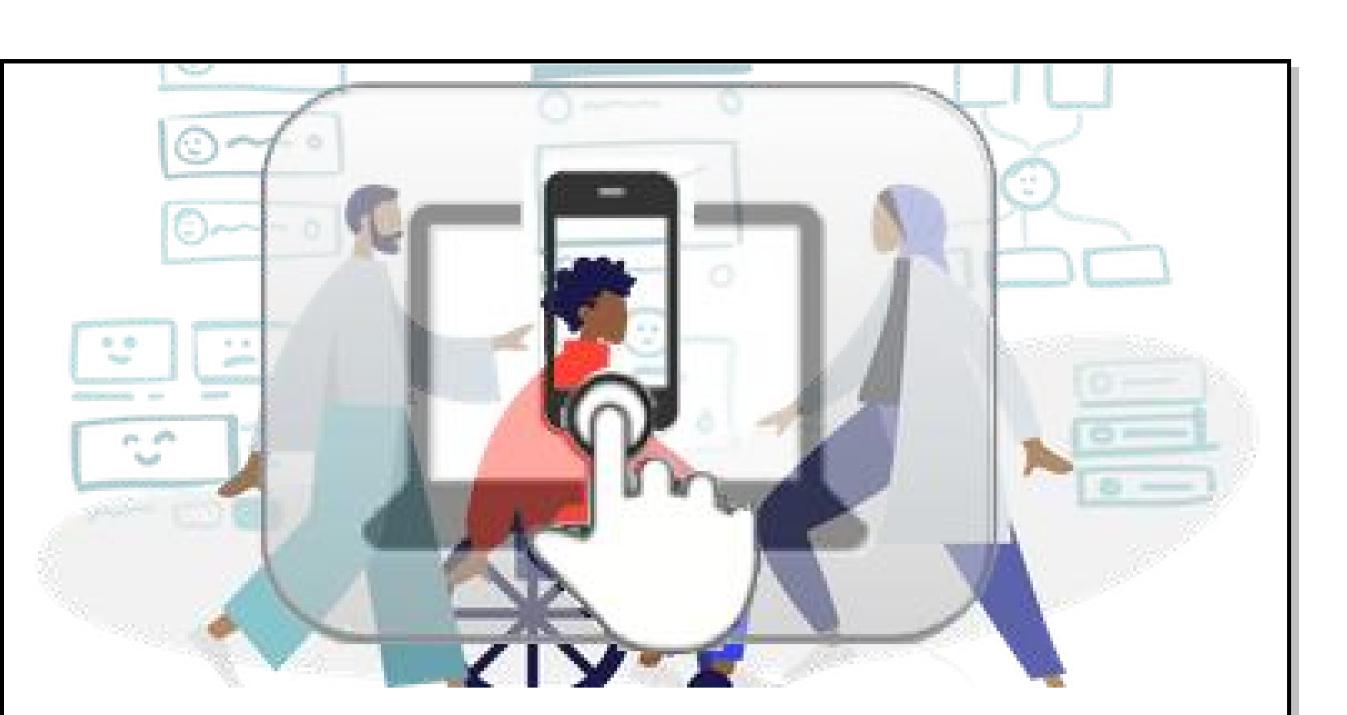
## Competitor Analysis

Trabajo Final - Curso 24/25 Diseño de Interfaces de Usuario Grado en Ingeniería Informática - Universidad de Granada.

Autor: Ángel Rodríguez Faya
Enlace a repositorio: <a href="https://github.com/AngelRodriguezFaya/trabajo\_final\_DIU25">https://github.com/AngelRodriguezFaya/trabajo\_final\_DIU25</a>



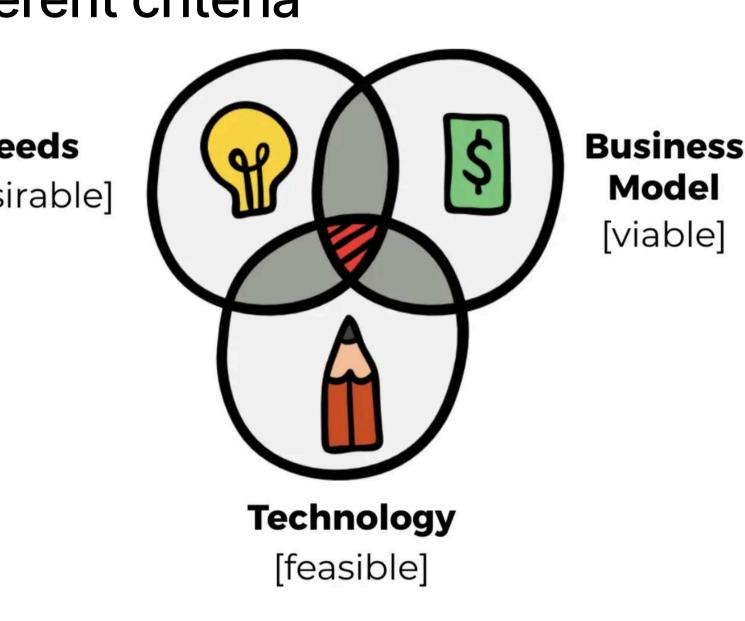
## Competitor Analysis

This guideline helps you to build your visual appearance of your project. (based on figma's brand guidelines template)

Template, DIU - Competitor analysis (30/01/2023) <a href="https://mgea.github.io/UX-DIU-Checklist/index.html">https://mgea.github.io/UX-DIU-Checklist/index.html</a>

## How to use the template

- Start identifying competitors: name, logo and information (choose good competitors using different motivations)
- Select features to be analyzed using different criteria



Check and rate features on competitors (yes/no/Maybe...). Try to be clear and objective

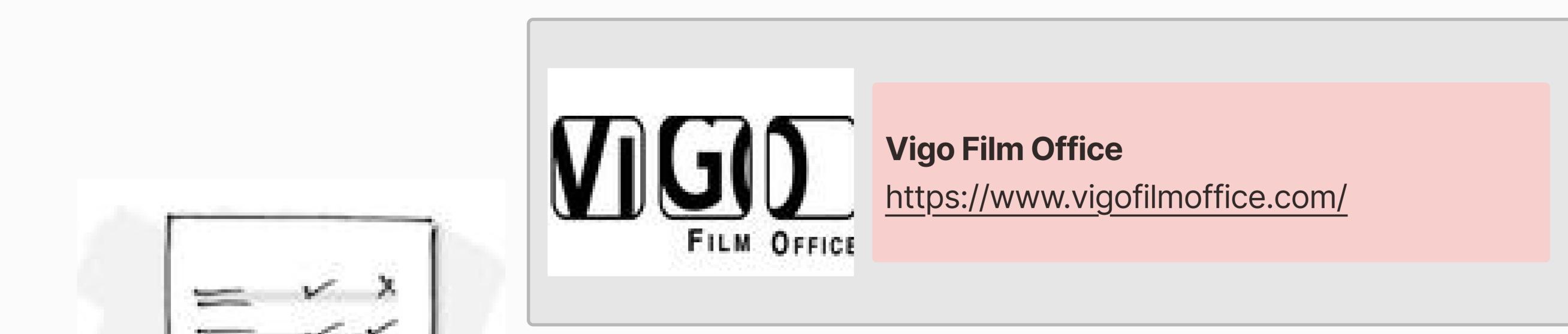




- You can add Post-it notes (or comments) to be more precise in your analysis.
- Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.



- Jason Withrow (2006) Competitive Analysis:
   Understanding the Market Context, boxes and arrows. <a href="http://boxesandarrows.com/">http://boxesandarrows.com/</a>
   <a href="mailysis-understanding-the-market-context/">competitive-analysis-understanding-the-market-context/</a>
- UXplanet (2020) Top Things to Know About UX
   Competitive Analysis <a href="https://uxplanet.org/top-things-to-know-about-ux-competitive-analysis-d91689fd8b36">https://uxplanet.org/top-things-to-know-about-ux-competitive-analysis-d91689fd8b36</a>
- Templates: <a href="https://blog.hubspot.com/marketing/">https://blog.hubspot.com/marketing/</a>
   competitive-analysis-kit
- Resources: <a href="https://github.com/mgea/DIU">https://github.com/mgea/DIU</a>





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