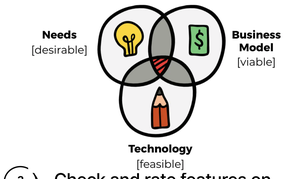
Competitor Analysis

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)
https://mgea.github.io/UX-DIU-Checklist/index.html

How to use the template

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



3. Check and rate features on competitors (yes/no/Maybe...). Try to be clear and objective
   ✅ ❌ ❓ ⭐⭐⭐
4. You can add Post-it notes (or comments) to be more precise in your analysis.
5. Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.
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+ Info

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

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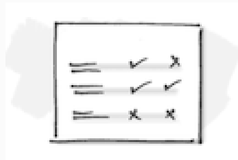

	Artesanía Nazarí	La Alborea	Cicerone
	Arte Nazarí en Granada. https://artesanianazari.es/inicio/?lang=es	Tablao flamenco en Granada. https://alboreaflamenco.com/	Visitas guiadasGranada y Alhambra. https://acortar.link/WpaoG1
Business Model			
Precio	★★★★☆	★★★★★	★★★★☆
Facilidad reserva	★★★★☆	★★★★★	★★★★☆
Facilidad contacto	★★★★★	★★★★☆	★★★★★
Technological Issues			
Calidad de foto/vídeo	★★★★☆	★★★★★	★★★★★
Diseño	★★★★☆	★★★★☆	★★★★☆
Rapidez	★★★★☆	★★★★★	★★★★☆
Functionalyty & Use			
Fácil manejo	★★★★☆	★★★★☆	★★★★★
Informativa	★★★★☆	★★★★★	★★★★★
Cumple sus Objetivos	★★★★☆	★★★★☆	★★★★☆
Usability			
Eficiencia	★★★★☆	★★★★☆	★★★★★
Utilidad	★★★★☆	★★★★☆	★★★★★
Satisfacción	★★★★☆	★★★★☆	★★★★★
Subjective issues			
Puntos Fuertes	Completa	Informativa	Organizada
Puntos Débiles	Poco intuitiva	Visualmente fea	Visualmente simple
Conclusiones	Mejorable	Estéticamente mejorable	Muy buena