

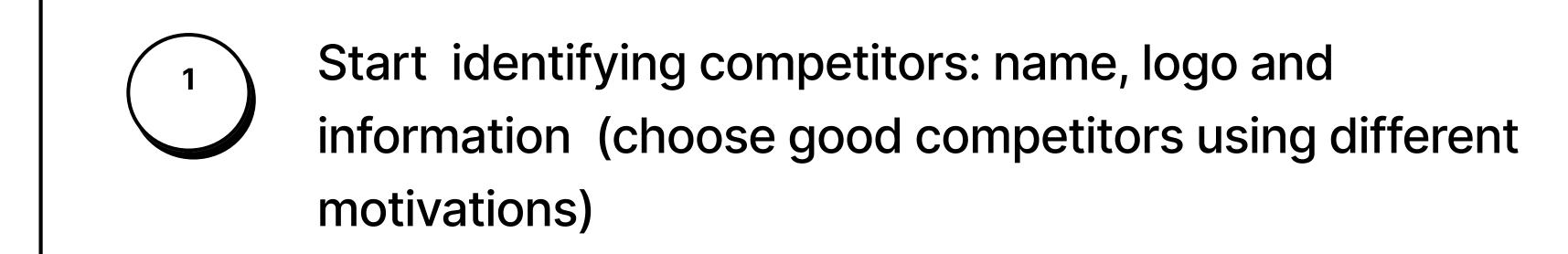
Competitor Analysis

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

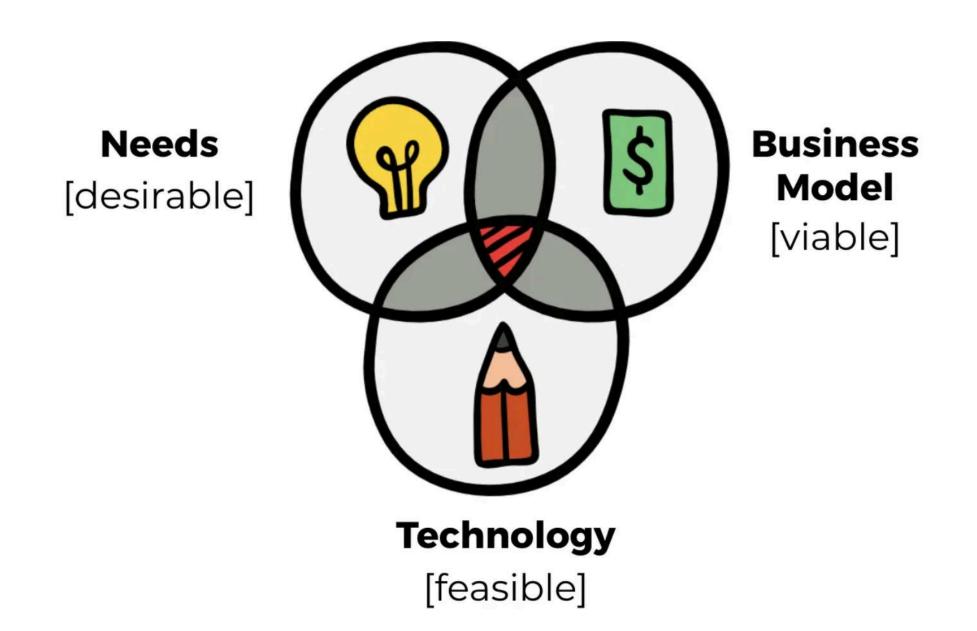
Template, DIU - Competitor analysis (30/01/2023)

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

How to use the template



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.



+ 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

