

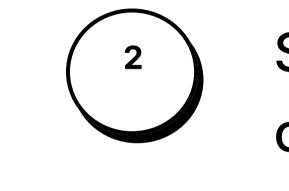
## **Competitor Analysis**

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

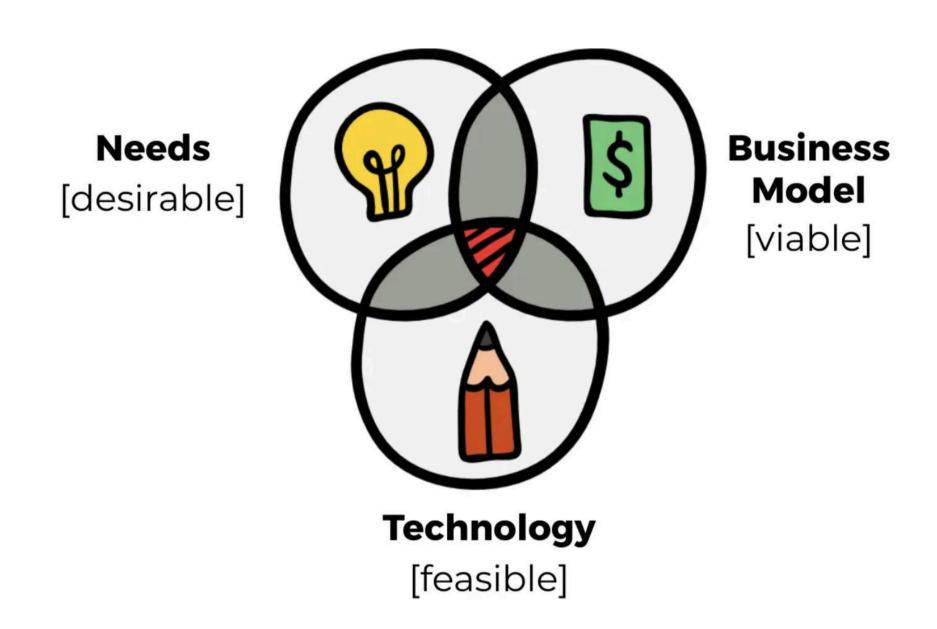
## How to use the template



Start identifying competitors: name, logo and information (choose good competitors using different motivations)



Select features to be analyzed using different



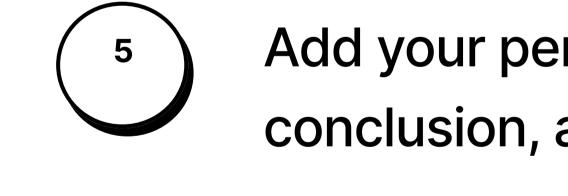
Check and rate features on competitors (yes/no/ Maybe...). Try to be clear and objective







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. http://boxesandarrows.com/ competitive-analysis-understanding-themarket-context/
- UXplanet (2020) Top Things to Know About UX Competitive Analysis https://uxplanet.org/topthings-to-know-about-ux-competitive-analysisd91689fd8b36
- 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>

