

Competitor Analysis

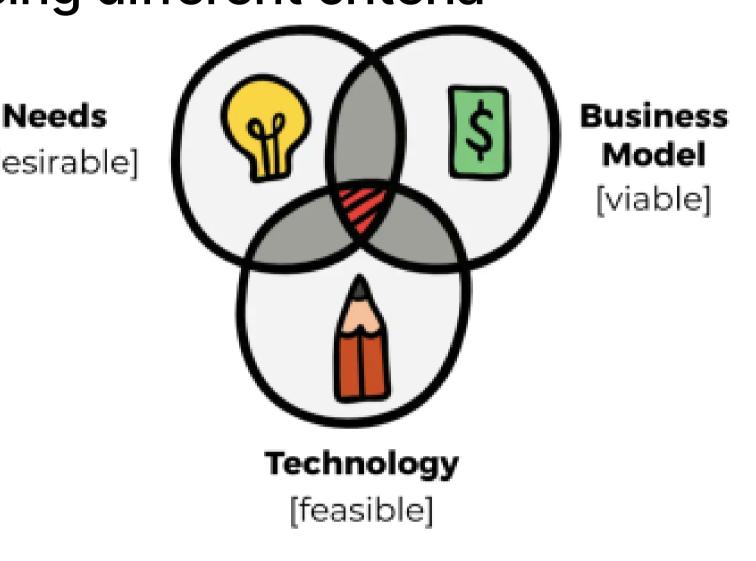
This guideline helps you to build your visual appearance of your project. (based on figma's brand guidelines template)

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 criteria



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





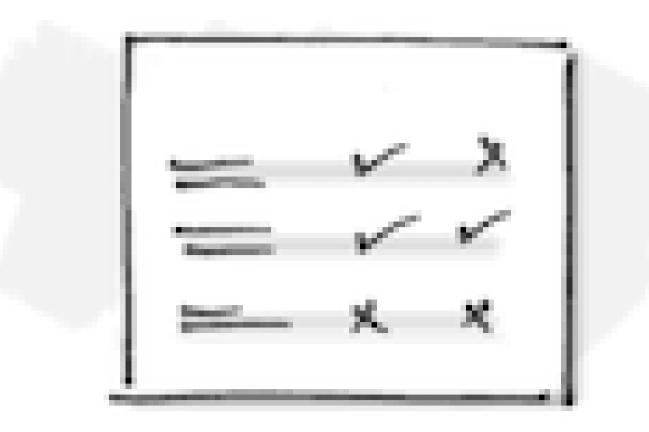
- You can add Post-it notes (or comments) to be more precise in your analysis.
- Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.



+ 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/D

Competitor Analysis





La Estupenda

Short Bio Teatro en Granada
Website: https://
espaciolaestupenda.com/



mprovivencia

Short Bio Teatro en Alicante
Website: https://improvivencia.com/



Impromadrid

Short Bio Teatro en Madrid Website: https://www.impromadrid.com/

ss Model			
Precio	45 euros	55 euros	60 euros
Clases para niños/ancianos	No	Niños	Ancianos
Duración	2 h	1,5 / 2 h	2 h
nnological Issues			
Inicio de sesión emergente	Sí	No	No
Icono whatsapp separado	Sí	Sí	No
Barra de tareas completa	No	Sí (Agenda)	Sí (Agenda y "Sobre nosotros")
ctionalyty & Use			
Reservar online las clases	No	Sí	Sí
Ubicación	Sí	Sí	Sí
Tienda	Sí	Sí	No
ability.			
Intuitiva	2/5	5/5	3/5
Eficiencia	3/5	4/5	5/5
Satisfacción	2/5	4/5	4/5
ojective issues			
Strength	Videos en la página	Muchas imágenes como apoyo visual	Variedad de clases y espectáculos
Weakness	Inicio de sesión molesto	Unificar redes sociales en el footer	No tiene tienda
Conclusions	Página mejorable	Página completa	Página intuitiva