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## Competitor Analysis.

### Competitor 1.

**Name:** Temu

**URL:** <https://www.temu.com/>

**Direct/Indirect Competitor Explanation:** Temu is a direct competitor to my website because it offers the same product for example, shopping tools like clothes, logos or designs and shoes that can satisfy their customers needs.

### Competitor 2.

**Name:** Etsy

**URL:** <https://www.etsy.com/>

**Direct/Indirect Competitor Explanation:** Etsy is a indirect competitor to my website because they offer the similar product such as logos, designs, artwork and templates, to sell to their customers.

### Competitor 3.

**Name:** E World Trade

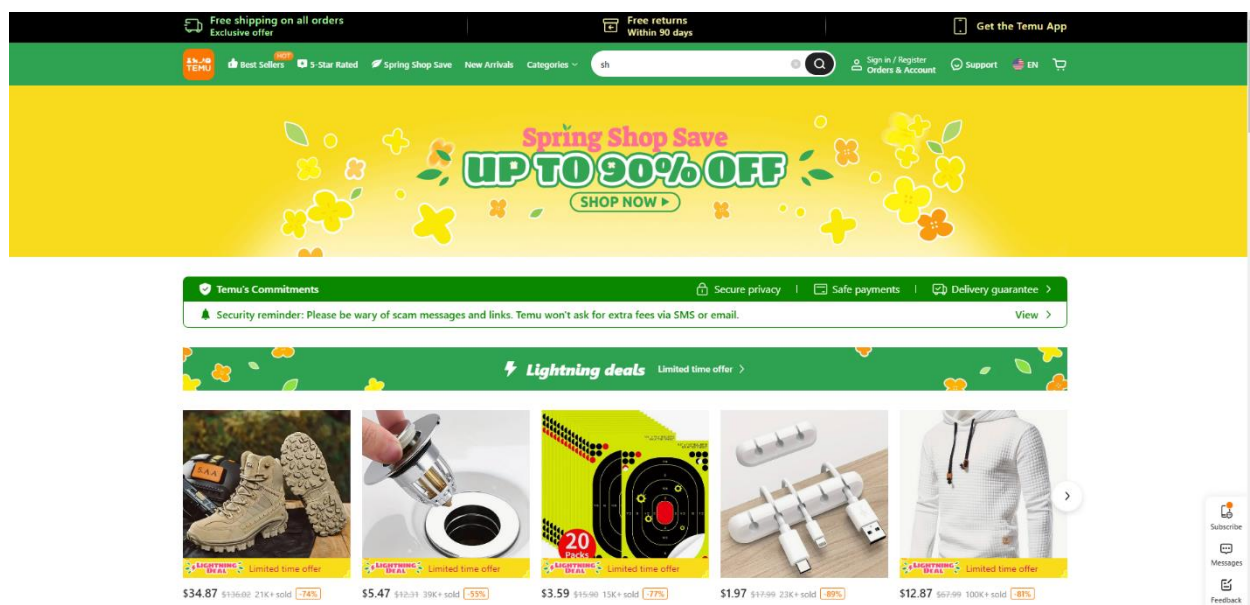
**URL:** <https://www.eworldtrade.com/>

**Direct/Indirect Competitor Explanation:** E World Trade would be a indirect competitor for my website because it offers similar service like trading products all across the world.

# Content and navigation

## Competitor 1.

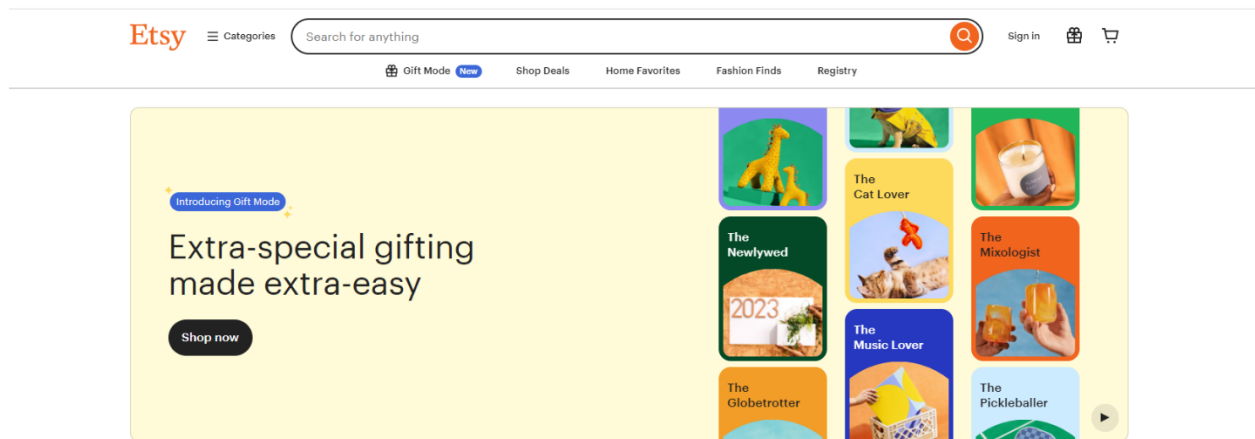
### Temu



Temu has a clear Menu bar that allows people to buy products. It has the buyers rating the menu and the category for people to buy, sell or rate their experience.

## Competitor 2.

**Etsy.**



**Etsy has a clear Menu bar that allows people to buy products and sell them. The only difference is that Etsy Home page and a selling page. Unlike Temu the website doesn't sell clothes. It sells logos, art, templates and designs for customers to use for their businesses.**

**Competitor 3.**

## E World Trade

Premium Services

BuyersProductsCompaniesManufacturers

Contact UsNeed Help?ENGLISH

WORLDTRADE

Connecting Businesses Globally

What are you looking for?

Products

Q

Sign In / Join Free  
My Account

Post  
RFQ

Categories

+49(605)149 89050 | info@ronixtools.com

TELL US WHAT YOU NEED

Apparel

Home Appliances

Machinery

Beauty & Personal Care

Security & Protection

Lights & Lighting

Automobiles & Motorcycles

Chemicals

Food & Beverage

Minerals & Metallurgy

VIEW ALL CATEGORIES

Ronix

Premium Quality

WHERE POWER MEETS PRECISION

Quality and Variety  
Define Us

Requirements

Enter product/service name

Name

Email

Full Name

name@company.com

Phone Number

US (201) 555-0123

Company

I am a

Company Name

Seller

SUBMIT

\*To achieve our mission we provide all the necessary functionalities to buyers and sellers that help them in developing the voice of their business and to expand worldwide.

TRADE WITH CONFIDENCE

VERIFIED BUYERS

GLOBAL NETWORK

24/7 HELP CENTER

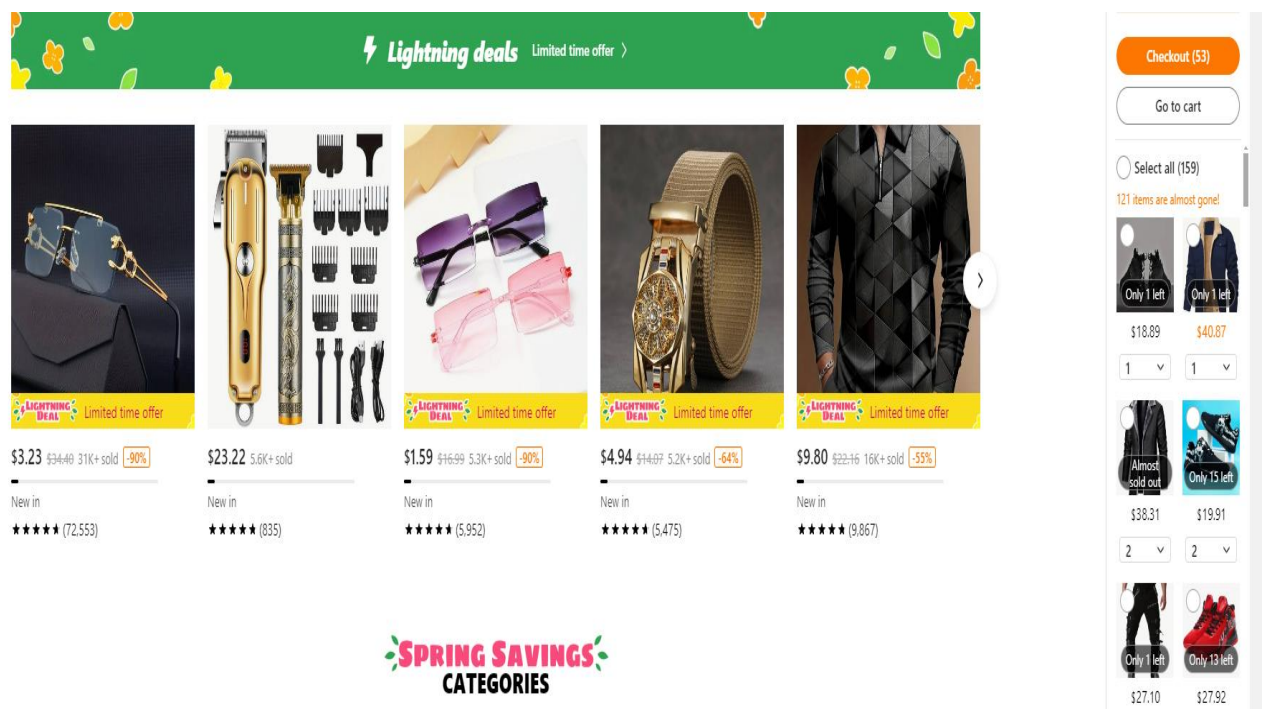
E World Trade menu bar is different from the other websites. The menu bar consist of Product, Buyers and Companies for customers to buy and trade products to foreign countries.

## **Rankings**

- 1. Temu has the best ranking because the website is not complicated and it s very easy for people to buy product luxury product for a cheap price.**
- 2. Etsy is rank as number 2 because even though the menu is easy to use it is kind of a little challenging for people to sell the designs or do business with the platform.**
- 3. E World Trade is rank as the worst because the menu is more complicated for people to buy and trade. And the websites seems to be a little disorganize.**

Aesthetics and style

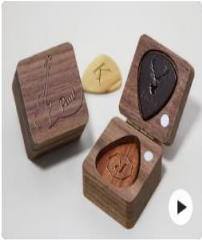
Temu



Temu has Vibrant color on the menu with images of their widget in action. The combination reinforces the brand and creates an appealing visual experience.

Show more (5)

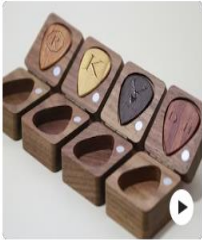
Popular gifts right now



Custom Wooden Guitar Picks Box, Personalized Guitar Pick...  
★★★★★ (15,219)  
\$7.84 ~~\$17.49~~ (55% off)  
FREE shipping



Personalized Cutting Board Wedding Gift, Bamboo...  
★★★★★ (18,099)  
\$19.98 ~~\$79.94~~ (75% off)  
FREE shipping



Personalized Wooden Guitar Picks Box, Custom Engraved...  
★★★★★ (15,219)  
\$7.84 ~~\$17.49~~ (55% off)  
FREE shipping



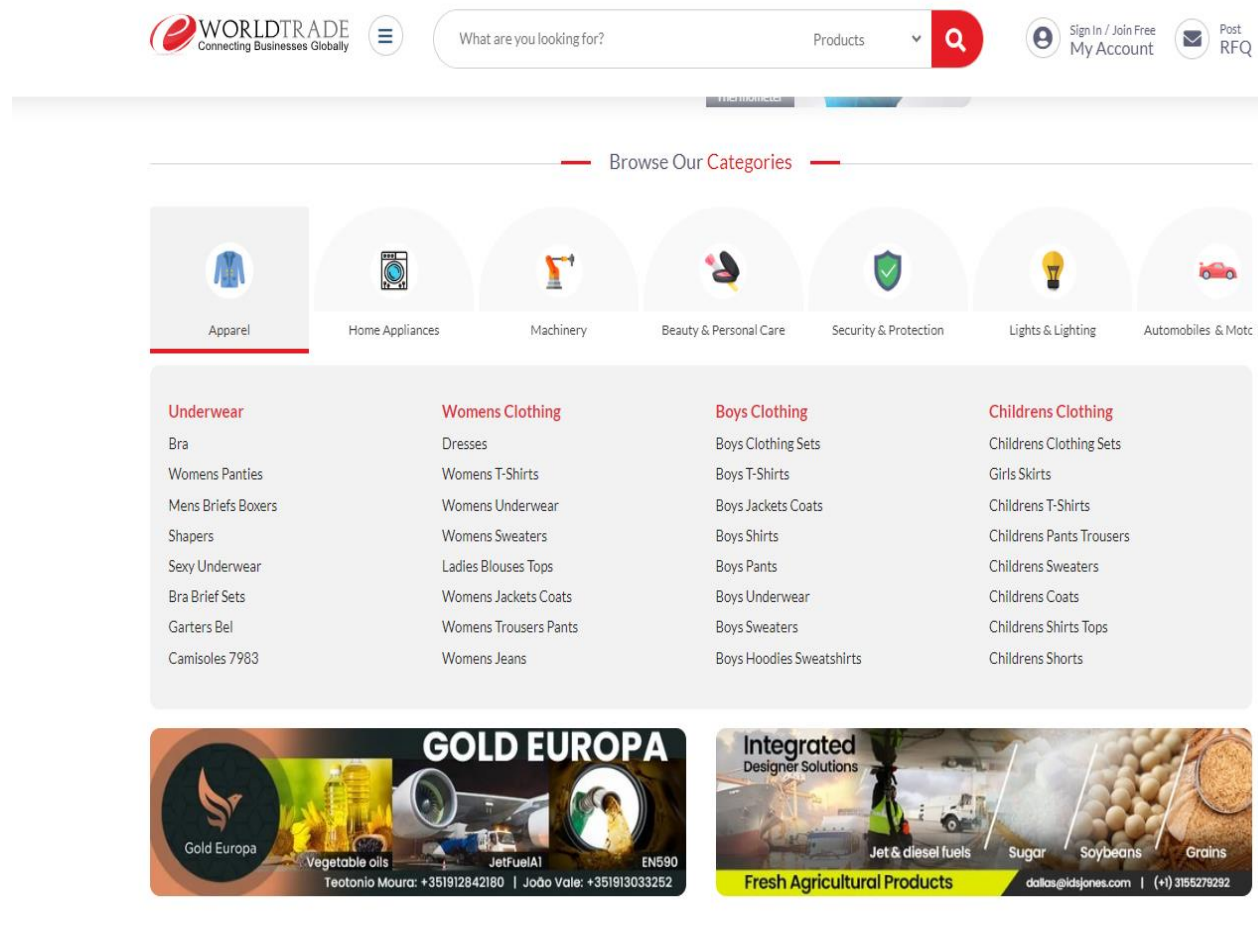
Personalized Birth Flower Coffee Cup With Name...  
★★★★★ (12,087)  
\$8.95 ~~\$19.99~~ (36% off)  
FREE shipping



Birth Flower Jewelry Travel Case, Birth Month Flower Gift,...  
★★★★★ (30,341)  
\$4.16 ~~\$8.92~~ (50% off)

Vibrant colors, but the imagery might be overly busy, potentially distracting from the core products.

## E World Trade



Utilizes a simple yet effective color palette, aligning with their focus on affordability.



## Heuristic analysis

**Temu.** Temu has more Flexibility and Efficiency in the website. It is easy to buy and sell. The colors are well design with proper CSS adjustment

**Etsy.** Etsy has more Strong error prevention measures, clear recognition of products, and an efficient user journey. The colors are less Designed with improper CS Adjustment

**E World Trade.** E World Trade has error prevention, recognition is user-friendly, and efficiency aligns with its budget-oriented theme. Are some how well designed but with disorganized content, and Improper CSS adjustment.

## UI animations

**Temu.** Temu has animations that enhance user engagement without distracting, providing value to the overall user experience.

**Etsy.** Etsy has well-executed UI animations contribute to the visual appeal and functionality, offering a good balance.

**E Trade.** has minimal animations with a focus on straightforward functionality, avoiding unnecessary embellishments.

Score each website

Table:					
Website	Content & Nav	Aesthetics	Heuristics	UI Animations	Total
Temu	9	8	9	8	34
Etsy	7	7	8	9	31
E World Trade	8	7	8	7	30