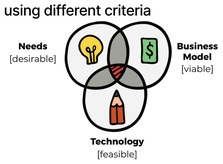
Competitor Analysis

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. 👍

+ 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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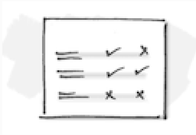

	Ruta de los vinos granada	Rutas de vino	Rutas vino de españa
	Short Bio: Wine shop and tour information Website: rutadelosvinosdegranada.com	Short Bio: Wine routes at spain Website: rutasdevino.com	Short Bio Wine routes and experience Website: wineroutesofspain.com
Business Model			
Enotourism Prices	15-40€	90-500€	--------
Marketplace model	yes	yes	no
Personalized Recommendations	no	no	no
Technological Issues			
Translated website	no	yes	yes
Shopping cart	yes	yes	no
Optimized phone web	yes	yes	not at all
Functionality & Use			
Wine selling	yes	no	no
Route reservation	yes	yes	no
Map visualization	yes	no	yes
Usability			
Clear and easy main menu	no	yes	yes
Valoration system	yes	yes	no
Direct contact with the place	no, but help phone number provided	no	yes
Subjective issues			
Strength	Enography lower prices	Much bigger enography catalog	Much more and tidier information
Weakness	No english website	Very expensive prices	No option to rent or buy anything
Conclusions	Website with a cool desing and really good prices, offering many options, but should be easier to use and have more language options	Great design and very clear vision, also easier to use and many possible routes. Very very pricey	Very good website for getting information about the routes, easy to use, and very clear first impression. But it fils on having an option to reserve

This website is financed by the government, and doesnt intend to make money

Phone web fails into putting in place map and the destinations, so you cant watch them both at the same time