

Competitor Analysis

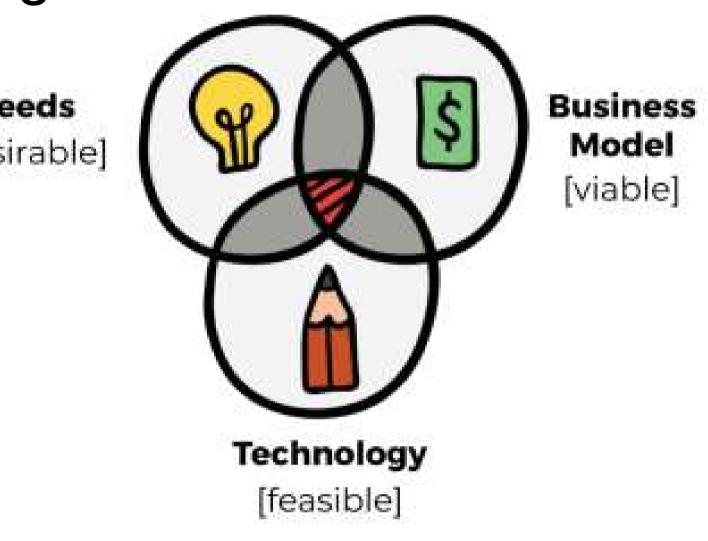
This guideline helps you to build your visual appearance of your project. (based on figma's brand guidelines template)

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







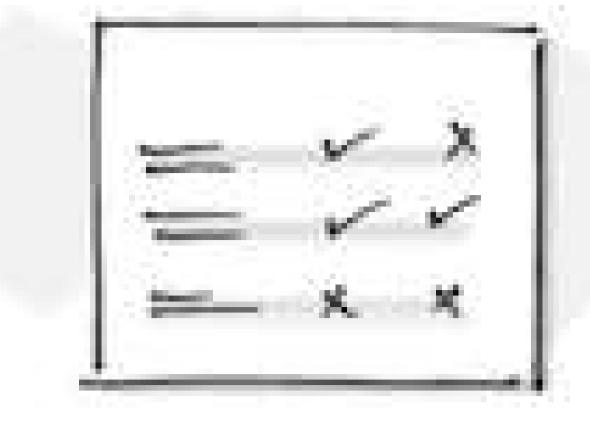
- You can add Post-it notes (or comments) to be more precise in your analysis.
- Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.



+ 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



Freetour-Granada

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Short Bio: Web de tours en Granada Website: https://freetour-granada.com/



GranadaFreeTour

Short Bio: Web de tours en Granada Website: https://granadafreetour.com/



WalkingGranada

Short Bio: Web de tours en Granada Website: https://walkingranada.com/

Business Model			
Gratuito			
Opción de pago			
Eco-friendly (0% papel)			
Technological Issues			
Buscador			
Hay accesibilidad			
Pago seguro por PayPal		No corresponde	
unctionalyty & Use			
Valorar actividades			
valorar actividades			
Vídeo 3D 360° sitios más importantes			
Reserva de actividades			
Isability			
Descripción de la empresa			
Web en más de 2 idiomas			
Mobile friendly			
Subjective issues			
Strength	Reserva de actividades ágil	Todas las actividades son gratuitas	Gran variedad de actividades
Weakness	No tiene pago con PayPal	Al solo haber gratuitos, las actividades no tienen la mejor calidad	No son eco-friendly. Utilizan papel para
Conclusions	Esta es la 2ª mejor, pero con items a mejorar	Tiene que mejorar la oferta de actividades	Mejor empresa de las 3 para tours