



Competitive Analysis

I accomplished a competitive analysis with three portfolio websites. My client/coworker wanted to focus on creating a fun portfolio with exciting animations. With that, I chose three indirect competitors. Most of these competitors are not developers like the client but designers with colorful yet intriguing website pages that inspire our clients' portfolio websites. With that, I created two competitive analyses one focuses on the competitor's features, and two is a SWOT analysis. Our focus is to find what about their website works for them, what doesn't, and how we can improve from our competitors.

What is the objective of this analysis?

- What causes these competitors to succeed
- How to be better than those websites
- How to compete against these designers/developers with years of experience

▼ Competitor #1: <https://www.rubens.design/>

Key Factors:

What kind of service does he provide?

- He provides UX design and leadership experience but currently delivers only Case Studies.

Who is their main Target?

- Rubin is only available to create Case Studies for hiring managers and recruiters.

What's his Key objective?

- To show off his past experiences and successes to the recruiters. To show that he can provide the best work for any company and is a leader that can lead a team of designers in person or remotely.

What is his Overall Strategy?

- Ruben uses animations and bright colors to make his work stand out. Starting with his landing page, he introduces himself to his viewers with fun design-related animations. As you continue scrolling down, the animations continue throughout the web page. It's intriguing and makes me want to continue scrolling down to view his work and bright animations.

What kind of Market Advantage does he have?

- Rubin showcases his past rewards in design and a book he wrote that is about creating designs for children.

What does he use as Marketing Profile?

- He has LinkedIn, Medium, Twitter, and Dribbble.

▼ SWOT

Strengths: Where is a competitor strongest? Areas where the competition makes the most difficult to compete

- The competitor wrote a book about design and is promoting it through his website.
- Showcasing Awards that he has achieved during his time as a designer
- Experience: he has years and years of experience, turning him into a mentor and leader.

Weakness: Where is your competition weakest? What don't they offer or do poorly? (look at reviews)

- His only weakness is that we, the viewers, can't see his thought process on his past projects. Though it shows that he is more than a qualified designer due to his past experiences and awards, there can be a certain working process that clients might not like and will miss out on an experience with him.
- Though his landing page looks amazing when shrinking the Web tab. His name is cut off when expanding it along with his leading statement.

Opportunities: What opportunities are open to your competition that they're currently not exploiting? This opportunity could be a simple feature like one-click

- I don't know who my competitor is personally. There is no information about the competitor beyond design. Showing vulnerability helps connect with viewers.

Threats: What could potentially harm your competitor's business? These threats are usually external, like competition, legislation, politics, technology, etc.

- So far, the only competition is someone with more experience and more awards than him.

▼ Competitor # 2: <https://www.alexisgardin.fr/>

Key Factors:

What kind of service does he provide?

- He has experience in UX/UI Design of 20 plus years and 3 years of web design and use of web flow.

Who is their main Target?

- Anyone who needs a website to be designed, redesigned, and/or development

What's his Key objective?

- Alexis' key objective is to show his design and web development expertise with Webflow to get hired by recruiters, hiring managers, or anyone needing a website.

What is his Overall Strategy?

- Alexis uses creative cute animations from his childhood throughout his website, for example, snoopy the dog passing by the contact me button. Animated features are also triggered when the cursor hovers over a certain button or card. He even answers a potential customer's questions by providing a frequently asked questions section. Not only is it aesthetically pleasing to go through, but his storytelling entertains us, viewers.

What kind of Market Advantage does he have?

- His Market advantage is providing his working process of any design project. He even provided a timeline of how he became a freelance UX UI and Webflow designer. Another provides frequently asked questions and answers for those who have questions before contacting the freelancer.

What does he use as Marketing Profile?

- He uses Malt and LinkedIn as a Marketing profile.

▼ SWOT

Strengths: Where is a competitor strongest? Areas where the competition makes the most difficult to compete

- Alexis has many years of experience in UX design and is skilled in Web designing and using Webflow. He also creates Seo- friendly websites.

- He also has positive reviews from other companies and people he has worked with. Providing evidence that he is the best at what he does.
- His website is available in English and French.

Weakness: Where is your competition weakest? What don't they offer or do poorly? (look at reviews)

- Alexis's projects are presented on his website, but his work process isn't shown. There needs to be a summary of the project, what he worked on, and how he came to do that design.
- Alexis didn't do the breakpoints correctly for his "Contact" page. When the web tab is shown half of the laptop screen, his little summary typography color fits the accessible criteria. But he didn't notice when the tab expands to the full screen of a laptop, that same information goes to the side, and that same summary becomes ineligible due to its colorful background.

Opportunities: What opportunities are open to your competition that they're currently not exploiting? This opportunity could be a simple feature like one-click

- An opportunity is to list all of his marketing profiles on his website. When looking up the competitor's name on google, you can find his Instagram, Behance, Facebook, etc. Not only that, but he even has an award in CSSDesignAwards, which should be presented on his website.

Threats: What could potentially harm your competitor's business? These threats are usually external, like competition, legislation, politics, technology, etc.

- Because he has so much experience with design and has worked with many different clients and big companies, he might not be available for low/mid-budget client

▼ Competitor #3: <https://www.adhamdannaway.com>

Key Factors:

What kind of service does he provide?

- UX design and coding
- Freelancing

Who is their main Target?

- He is a freelancer, so he is available for any project or work. Anyone who can hire him

What's his Key objective?

- His key Objective is to introduce his book, himself, and his capabilities in design and coding.

What is his Overall Strategy?

- He uses very subtle, not distracting, but aesthetically pleasing animations. Not only does he show us his work and introduce us to his capabilities, but he also shows us what kind of person he is. He does this by adding random information about himself, like “95% drinking tea” or that he is a movie lover, by putting up images of Yoda and turning an image of himself into an Avatar. This makes reading through his website enjoyable and creates that sensation of wanting to meet or work with this designer/coder.

What kind of Market Advantage does he have?

- He provides two Market Advantages: a blog page and a web page promoting a book he has written.

What does he use as Marketing Profile?

- He provides Twitter, LinkedIn, Facebook, and Instagram. Along with a blog on his website.

▼ SWOT

Strengths: Where is a competitor strongest? Areas where the competition makes the most difficult to compete

- Like the last competitor, this competitor wrote a book, which is difficult to compete with as a starting developer.
- Years of experience since 2005. Again hard to compete due to being a starting developer

Weakness: Where is your competition weakest? What don't they offer or do poorly? (look at reviews)

- Since he is from Australia, I wonder if his services are available internationally. If people internationally are interested in working with him, they are more confident in reaching out to him online.

Opportunities: What opportunities are open to your competition that they're currently not exploiting? This opportunity could be a simple feature like one-click

- From a UI Perspective, his articles need more space in between. It looks cluttered. It is straining to the eye.

Threats: What could potentially harm your competitor's business? These threats are usually external, like competition, legislation, politics, technology, etc.

- Due to his experience, his pricing could be high and unavailable to clients with low budgeting.
- His services don't seem to be provided internationally.