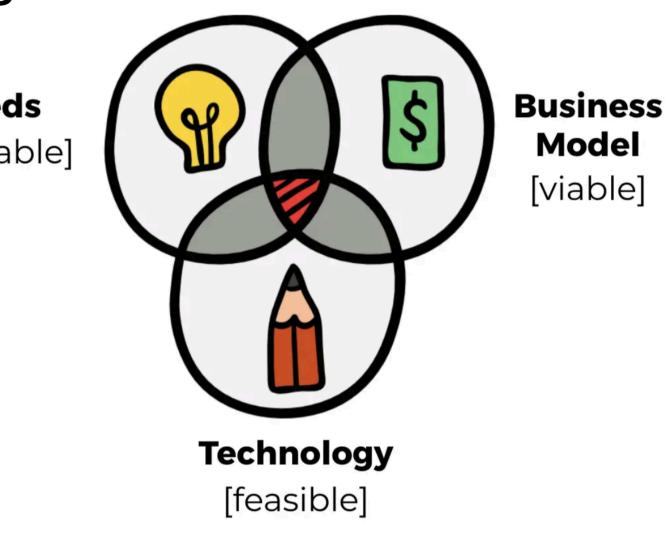


# **Competitor Analysis**

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)
<a href="https://mgea.github.io/UX-DIU-Checklist/index.html">https://mgea.github.io/UX-DIU-Checklist/index.html</a>

# 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





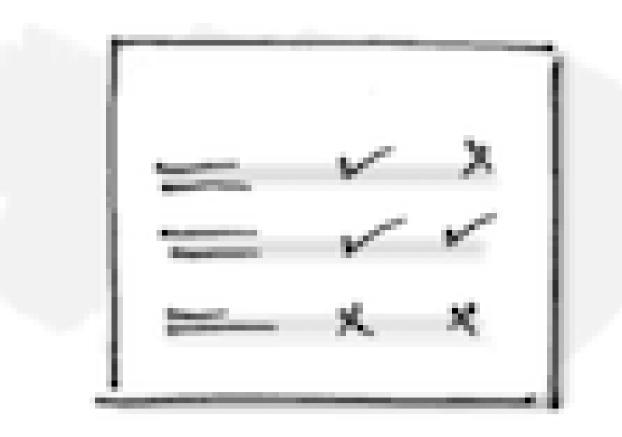
- You can add Post-it notes (or comments) to be more precise in your analysis.
- Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.



#### + Info

- Jason Withrow (2006) Competitive Analysis:
   Understanding the Market Context, boxes and arrows. <a href="http://boxesandarrows.com/">http://boxesandarrows.com/</a>
   <a href="mailysis-understanding-the-market-context/">competitive-analysis-understanding-the-market-context/</a>
- UXplanet (2020) Top Things to Know About UX
   Competitive Analysis <a href="https://uxplanet.org/top-things-to-know-about-ux-competitive-analysis-d91689fd8b36">https://uxplanet.org/top-things-to-know-about-ux-competitive-analysis-d91689fd8b36</a>
- Templates: <a href="https://blog.hubspot.com/marketing/competitive-analysis-kit">https://blog.hubspot.com/marketing/competitive-analysis-kit</a>
- Resources: https://github.com/mgea/DI

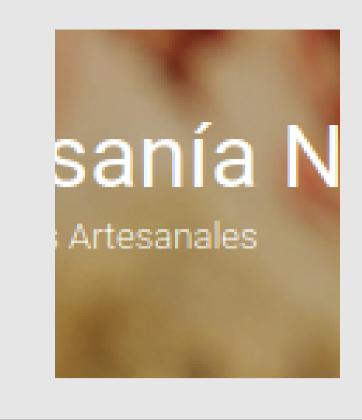
Competitor Analysis





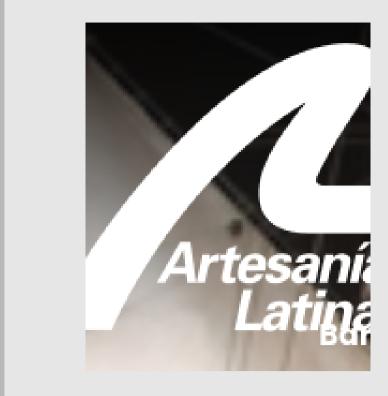
#### Artesanía Alvarez

Artesanía Alvarez
Website: <a href="https://www.artesania-alvarez.com/es/">https://www.artesania-alvarez.com/es/</a>



### Artesanía Nazarí

Artesanía Nazarí Website: <a href="https://www.artesanianazari.es/">https://www.artesanianazari.es/</a>



# Artesanía Latina

Artesanía Latina
Website: <a href="https://artesanialatina.net/es/">https://artesanialatina.net/es/</a>

Business Model			
Variedad	4/5	5/5	5/5
Merchandising	4/5	2/5	5/5
Soporte de usuario	2/5	3/5	4/5
Technological Issues			
Compatibilidad	3/5	3/5	3/5
Contenido Multimedia	3/5	2/5	5/5
Interactividad	3/5	2/5	3/5
Functionalyty & Use			
Busqueda	Si	Si	Si
Personalizacion de experiencia	No	No	No
Opiniones	Si	No	No
Usability			
Cotructuro	2/5	2/5	A / E
Estructura	3/3	2/5	4/5
Navegacion	4/5	1/5	4/5
Inscripcion	5/5	1/5	5/5
Subjective issues			
Puntos fuertes	Simpleza	Ofrece una mayor variedad de servicios	Estetica moderna
Puntos debiles	Pocos idiomas	Enlaces a otras paginas	No permite comentarios
Conclusiones	Cumple su proposito, poco ambicioso	La pagina es lenta, los recursos audiovisuales	La mejor y mas completa
		son demasiado grandes	