

COMPETITIVE ANALYSIS

By executing the competitive analysis I will gather insights from the biggest competitors of Peugeot, Citroën and DS automobiles. The competitive analysis shows me the different approached to build a configurator and flow. There are dozens of ways configurators are built for wide range of companies in several sectors. Because this project contains the vehicle sector the focus will be on vehicles primarily, but I will also take other products/sectors in account for a wide range of insights.

COMPANY



PRODUCT

A screenshot of a car configurator interface for a Volkswagen Passat Limousine. At the top, there is a navigation bar with tabs: 'Modell' (selected), 'Treibstoff' (highlighted in blue), 'Variante', 'Design', 'Ausstattung', 'Zubehör', and 'Mein Fahrzeug'. Below the navigation bar, the text 'Wählen Sie Ihren Treibstoff und Antrieb.' is displayed. In the center, there is a black Passat Limousine. To the right of the car, there is a summary: 'Passat Limousine ab 34.300,- € 240,- € mtl.'. Below the car, there are three categories with icons: 'Treibstoff' (fuel), 'Getriebe' (transmission), and 'Antrieb' (drive). Under each category, there are two checkboxes: 'Diesel' (checked), 'Schaltgetriebe' (checked), 'Automatik' (unchecked); 'Allrad' (checked), 'Frontantrieb' (checked). At the bottom, there is a summary row: 'Diesel, Schaltgetriebe, Automatik, Allrad, Frontantrieb' and '34.300,- € 240,- € mtl.', followed by a 'Weiter' (Next) button.

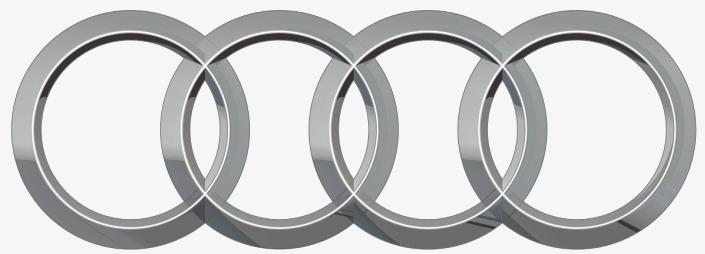
STRENGTHS & WEAKNESSES

Strengths

- Use of icons for motorisation (visual clues)
- Clear Breadcrumbs
- Live summary in the footer
- Responsive
- Compare option

Weaknesses

- A lot of whitespace
- Multiple options for the kind of fuel
- Compare option works for one car only as well



Audi

The Audi website features a large, prominent image of the A7 sedan. Below it, there's a navigation bar with links like 'Models', 'Inventory', 'Technology', 'Shopping Tools', 'e-tron®', and 'myAudi'. A search bar is at the top right. The main content area shows the A7 from a front-three-quarter angle. Below the car, there are three trim levels: 'Premium' (starting at \$68,000), 'Premium Plus' (starting at \$72,400), and 'Prestige' (starting at \$76,300). Each trim level has a radio button next to its name. The 'Prestige' trim is selected, indicated by a checked checkbox. At the bottom, there's a 'Trims & Engine' button, followed by 'Exterior', 'Interior', 'Packages & Options', and 'Accessories'.



RENAULT

The Renault Private Lease page has a header with the Renault logo and 'Passion for life'. It includes a 'Search' bar and a navigation menu with links like 'Offerte aanvragen', 'Hoe werkt het?', 'Veelgestelde vragen', and 'Contact'. The main section is titled 'Renault Private Lease' and shows a 'Kleur' (Color) section with a blue Twingo and color swatches. To the right is an 'Overzicht' (Overview) table for the Twingo. The table shows the base price of €189,- and the total lease price of €212,- per month. It also lists options like 'Contract' (€0,-) and 'Eigen risico van € 450' (€0,-). Below the overview is a 'Loopijd' (Duration) section with radio buttons for 60, 48, 36, and 24 months. There's also a 'Jaarkilometrage' (Annual mileage) section with radio buttons for 10,000, 12,000, 14,000, 16,000, and 20,000 kilometers. At the bottom right is a yellow 'OFFERTE AANVRAGEN' button.

Strengths

- Big car image
- Caroussel option for other angles
- Prefixed cars

Weaknesses

- Weak breadcrumbs navigation
- Lack of hierarchy through design
- Not responsive

Strengths

- Steady summary on the right
- Clear use of header navigation and subnavigation

Weaknesses

- All options at once
- All options in radiobuttons
- No visual hierarchie

COMPANY



PRODUCT

A screenshot of the BMW iDrive Configurator interface. The main view shows a black 2019 430i xDrive Coupe from a side-front angle. Below the car is a color palette with various options, and the "Black Sapphire Metallic" option is highlighted with a blue border. At the bottom of the screen, there are buttons for "Save + Share", "Standard Features", "Apply for Financing", "Order Now", and "Get a Quote".

2019 430i xDrive Coupe

Color Wheels Upholstery Trims Packages Options Summary

Sport Line | Convenience Tier Edit

Black Sapphire Metallic \$550

Save + Share \$49,350^⑦ MSRP as Built Standard Features Apply for Financing Order Now Get a Quote

Choose your local BMW Center

2019 430i xDrive Coupe Sport Line | Convenience Tier Edit

Black Sapphire Metallic \$550

This will require an additional change.

Get a Quote Estimate a Payment Access Previous Build

STANDARD FEATURES >

\$49,350^⑦ MSRP as Built Apply for Financing

Order Now Get a Quote

STRENGTHS & WEAKNESSES

Strengths

- Multiple angle car view on desktop
- Big illustration of both desktop and mobile
- Clear use of navigation on mobile

Weaknesses

- Bad navigation on desktop
- Bad use of suggestion to proceed



Fertig konfiguriert!

Hier ist Ihr neuer, von Ihnen selbst konfigurierter Dacia.

VERSION
MOTOR
AUSSENDESIGN
INNENDESIGN
AUSSTATTUNG
ZUSAMMENFASSUNG

ZUSAMMENFASSUNG

VERSION
Stepway Style
TCe 90 S&S € 12.490,00

AUSSENDESIGN
Farbe
Gletscher-Weiß € 0,00
Felgen
16 Zoll Designfelgen "Sebastian" € 0,00

INNENDESIGN:
Polsterung
Polsterung bezogen mit Leder bzw. Lederoptik € 431,80

OPTIONEN UND PAKETE
Rückfahrkamera € 190,50
Kartenmaterial Westeuropa für Radio-Navigationssystem Media Nav Evolution € 127,00

PREISINFO

GESAMTPREIS € 13.239,30

Konfigurator
Dacia SANDERO

3/6 AUSSENDESIGN

Gesamtpreis: € 7.589,99 ⓘ
+ € 216,- (exkl. NoVA) Auslieferungspauschale

FARBEN

FELGEN

15 Zoll Stahlfelgen mit Radabdeckungen "Groomy"

Weiter >

Modelle Aktuelles Beratung & Kauf Service & Teile Zubehör Rund um ŠKODA Kontakt KONFIGURATOR NEUWAGEN, SOFORT VERFÜGBAR.

CITIGO 5-Türer Active 10.365,20 € 67,83 € mtl. ⓘ

Modelle Motor/Antrieb Variante Design Ausstattung Mein Fahrzeug

Deep-Schwarz Perleffekt

Räder >

CITIGO 5-Türer Sport 88,27 € mtl.
13.490,- €

< >

Strengths

- Very clear navigation
- Rims zoom on mobile
- Hierarchy in summary
- Excellent confirmation page

Weaknesses

- The 'next step' button has only one state
- Use of large cancel button

Strengths

- Next step button is category based
- Visualisation of emission and consumption

Weaknesses

- Small summary when scrolling
- No 'checked' navigation states
-

COMPANY



PRODUCT

A screenshot of the INTER-DOOR website's product configuration interface. On the left, there's a large image of a dark wood door with horizontal panels. To the right of the image is a sidebar with five dropdown menus: 1. ALBA 4 (selected), showing a dark wood sample; 2. NATURA STANDARD - STRIPED NUT, showing a light wood sample; 3. NONREBATED FIXED CASING; 4. TUPAI 2275Q BRUSHED CHROME; and 5. ACCESSORIES. At the bottom of the sidebar are two buttons: "CHANGE BACKGROUND COLOR" and "SAVE CONFIGURATION". Above the sidebar, the website's navigation bar is visible, including links for PRODUCTS, ABOUT US, REALIZATIONS, DOWNLOAD, STORES, BLOG, and CONTACT US. The top right corner shows a search icon, a clipboard icon, a heart icon with a count of 0, and a language switcher for PL.

STRENGTHS & WEAKNESSES

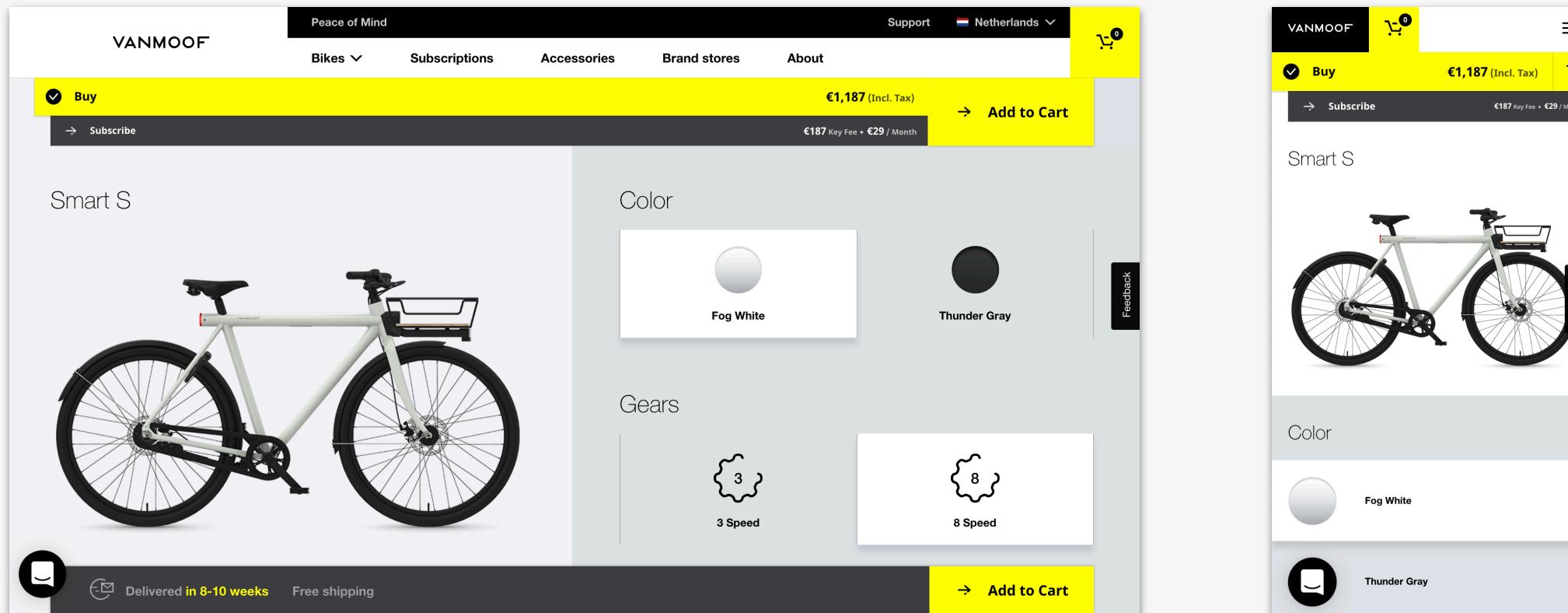
Strengths

- Good differentiation between product and option panel
- Possibillity to change the background
- Option tabs are closing when clicking on the next tab
- Sumarry is in the in the picture

Weaknesses

- No pricing
- Black buttons in the lower part have no states
- Sumarry is in the in the picture

VANMOOF



Strengths

- Good differentiation between product and option panel
- No possibility to scroll down, the focus is on the bicycle
- All information is within the frame
- The option panel is scrollable
- The summary is in the option panel

Weaknesses

- The chatbot covers the option panel in an ignored way
- Small pricing

COMPANY



PRODUCT

The screenshot shows the configuration page for a 13-inch MacBook Pro. At the top, there's a large image of the laptop with its screen open, displaying a colorful abstract wallpaper. Below the image is a blue button labeled "Bekijk de fotogalerie". The main title is "Stel je 13-inch MacBook Pro samen - Zilver". Underneath the title, there's a detailed list of specifications: "2,3-GHz dual-core Intel Core i5-processor van de 7e generatie, Turbo Boost tot 3,6 GHz", "Intel Iris Plus Graphics 640", "8 GB 2133-MHz LPDDR3-geheugen", "256 GB SSD-opslag", "Twee Thunderbolt 3-poorten", and "Verlicht toetsenbord - Nederlands". A section titled "Processor" asks "Welke processor past het best bij jou?", with two options: "2,3-GHz dual-core Intel Core i5-processor van de 7e generatie, Turbo Boost tot 3,6 GHz" (selected) and "2,5-GHz dual-core Intel Core i7-processor van de 7e generatie, Turbo Boost tot 4,0 GHz". The price is listed as "€ 1.747,91" with a "In Shopping Bag" button. At the bottom, there are links for help, pickup, delivery, and store information.

The screenshot shows the configuration page for a 13-inch MacBook Pro. The title is "Stel je 13-inch MacBook Pro samen - Spacegrijs". The product image is the same as the previous screenshot. The main title is "Stel je 13-inch MacBook Pro samen - Spacegrijs". Underneath the title, there's a detailed list of specifications: "2,5-GHz dual-core Intel Core i7-processor van de 7e generatie, Turbo Boost tot 4,0 GHz", "Intel Iris Plus Graphics 640", "8 GB 2133-MHz LPDDR3-geheugen", "128 GB SSD-opslag", "Twee Thunderbolt 3-poorten", and "Verlicht toetsenbord - Nederlands". The price is listed as "€ 1.747,91" with a "In Shopping Bag" button. At the bottom, there are links for help, pickup, delivery, and store information.

STRENGTHS & WEAKNESSES

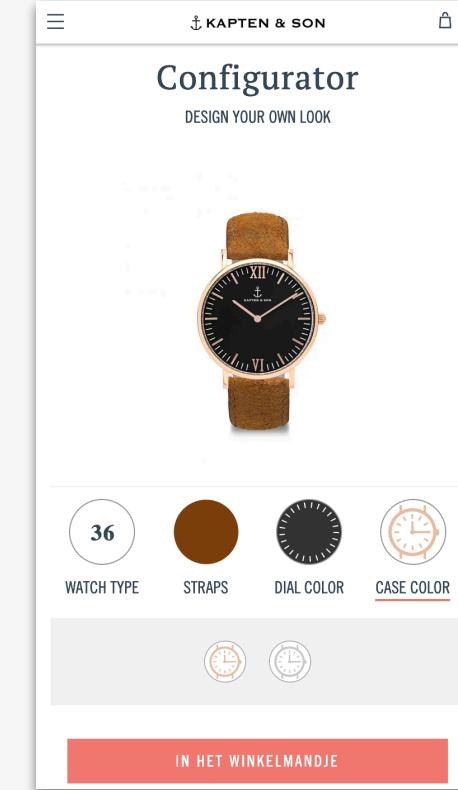
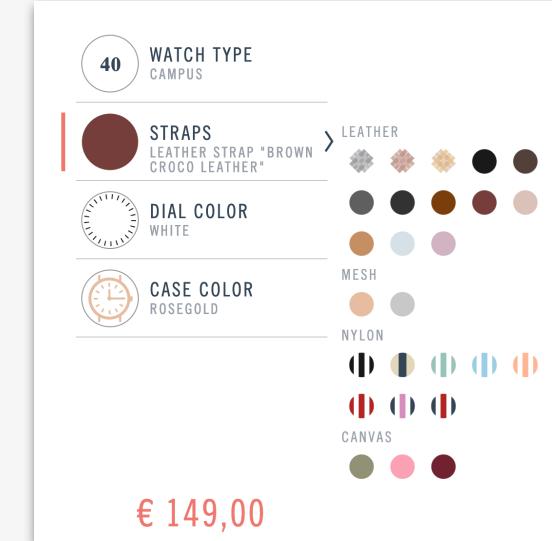
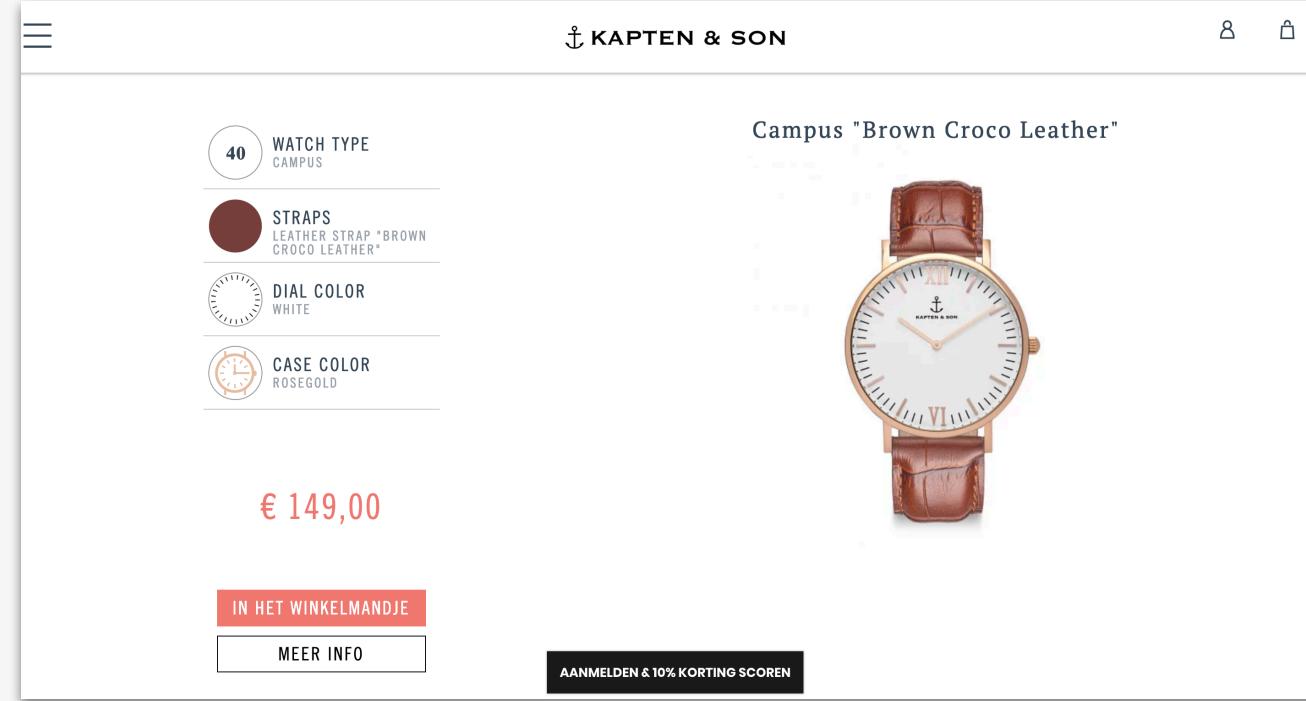
Strengths

- Focus lies within in the frame of the product (the header navigation disappears when scrolling down)
- Option for photogallery
- Live pricing update
- Every option has an explanation sections

Weaknesses

- Summary is in the upper part, but doesn't add any value because the options cover it
- Unnecessary option in the live container in the lower part

⚓ KAPTEN & SON



Strengths

- Clear editing panel on the left of the product
- Seamless working responsive configurator
- Well structured user interface

Weaknesses

- Very ignorant hover effect to select the options
- 'Meer info' directs to a productpage, while it's personalised watch

COMPANY



PRODUCT

A screenshot of the Bugaboo website demonstrating the product configuration feature. On the left, a sidebar titled "maak jouw configuratie" lists options: "design jouw bugaboo" (selected), "wieg" (optioneel), "zonnekap" (with a color swatch), "onderstel" (with a dropdown arrow), "stoelbekleding" (with a color swatch), "handgrepen" (with a dropdown arrow), and "wieldoppen" (with a dropdown arrow). In the center, the "bugaboo bee⁵" is displayed with a red and blue patterned canopy. On the right, a summary panel shows the product name "bugaboo bee⁵", the price "€ 779,00", a "In winkelwagen" button, and a detailed list of the selected components: "wieg" (optioneel), "zonnekap" (color swatch), "onderstel" (dropdown arrow), "stoelbekleding" (color swatch), "handgrepen" (dropdown arrow), and "wieldoppen" (color swatch).

STRENGTHS & WEAKNESSES

Strengths

- Mobile first design
- Clear option by using accordions
- Clear Call-to-action
- Save button to maintain selection
- Accents in the icons to indicate which part it considers

Weaknesses

- No summary
- Color fill in the dropdown button becomes unclear when the background is the same color



PORSCHE

VANS®

"OFF THE WALL"

Omschrijving	Code	Prijs
Prijsinformatie		
Basisprijs 911 Carrera S	992120	€ 155.110
Uitrustingprijs		€ 6.494
Consumentenadviesprijs*		€ 161.604
Exterieurkleur		
Nachtblauw metallic	N5	€ 1.307
Interieurkleur		
Standaard zwart	AE	€ 0
Uitrustingspakketten		
Vaste kosten	MS1	€ 1.590
Transmissie / Chassis		
8-traps Porsche Doppelkupplung (PDK)	011F	€ 0
Wielen		
20/21-inch Carrera Classic wiel	46K	€ 1.208
Interieur		
Sportstoelen, elektrisch verstelbaar	Q2J	€ 2.389
Consumentenadviesprijs*		€ 161.604

Strengths

- Possibility to edit the choices users made
- Options to continue configuration
- Option to hear the engine sound
- Switch between interior and exterior

Weaknesses

- Unclear what a 'porsche code' does
- All options are embedded with a code which have no further information
- Unclear why there is a search option in the upper part

Strengths

- All options in one frame
- Very clear navigation
- Metadata provides feedback of the part the user is configuring
- Every part of the shoe is clickable
- Provided feedback of ongoing process
- Reset button

Weaknesses

- Summary is hidden
- Containing materials options is unclear

