

UX/UI DEVELOPMENT

EXERCISE 02 [Individual work] Week 03

GROUP: ITSE-1902

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Purpose of this exercise is to get you familiar with early UX research methods as Competitive analysis.

A competitive analysis(CA) is a strategy where **you identify major competitors** and **research their products**.

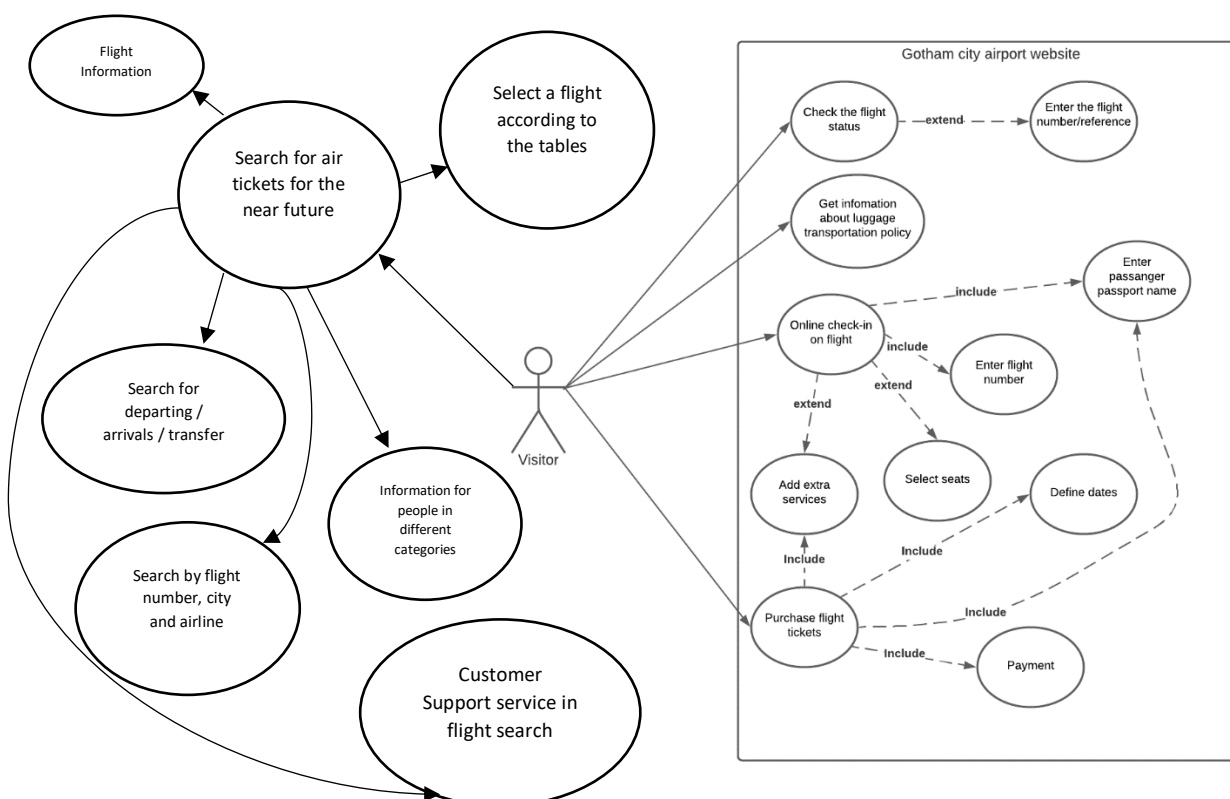
A competitive analysis can help you **to learn the ins and outs of how your competitors works** and identify **potential opportunities where you can out-perform** them, in other words, **identify the weaknesses** of the existing similar products, so further your team **will be able to create more interesting solutions** for these tasks.

A User Survey is the easiest and effective way to get to know your potential users. If you are willing to create usable product, don't try to copy the analogs – start with researching what negative experience are having users with them, and later you will find the way to create more usable solutions.

This exercise should be done individually.

To complete this exercise, refer the Lecture_03.

Context: you are planning to re-design the airport website of Gotham city. Literally, you are looking for a totally new design. The main functionality you are focusing on right now are shown on the Gotham city airport website use case diagram below:



As it's clear from Use Case, you are only focusing on primary functionality.

Now, your task is to examine the following competitor's web pages and 1) define your main competitor 2) define functionality you could add to your website 3) define usability aspects of functionality you could add.

Your competitors:

- <https://www.svo.aero/ru/main>,
- <https://kbp.aero/ru/glavnaya/>
- <https://airport.by/>

Tasks:

Define a set of key factors of comparison – features(functionality) and usability aspect of these features. Define the comparison rating scale. If you have no idea where to start ask your instructor to help.

Table-CA-01

#	Key factors	
	Feature (functionality)	Usability aspects
1.	Search for air tickets for the near future --- Name of the airport: International Airport Sheremetyevo Link to the airport's website: https://www.svo.aero/ru/main	<p>1. Search for departing / arrivals / transfer – 10/10 Description: Everything is clearly described and the design is good for the average user. ---</p> <p>2. Search by flight number, city and airline – 9/10 Description: Everything is good, but for a regular user, there may be problems with the search. ---</p> <p>3. Select a flight according to the tables – 10/10 Description: Everything is clearly shown and the design is good. ---</p> <p>4. Information for people in different categories – 7/10 Description: The information is well presented but some information may be missing. ---</p> <p>5. Flight Information – 8/10 Description: The information is all clear in the description but more information is on another page. ---</p> <p>6. Customer Support service in flight search 5/10 Description: The support service responds slowly but competently.</p>

2.	<p>Search for air tickets for the near future</p> <p>---</p> <p>Name of the airport: International Airport Boryspil</p> <p>Link to the airport's website: https://kbp.aero/ru/glavnaya/</p>	<p>1. Search for departing / arrivals / transfer – 5/10 Description: Everything is fine but the lack of a transplant affects the assessment. ---</p> <p>2. Search by flight number, city and airline – 8/10 Description: The search is well optimized, but it is not described by what criteria it is necessary to search. ---</p> <p>3. Select a flight according to the tables – 8/10 Description: There is extra information for the average user. ---</p> <p>4. Information for people in different categories – 7/10 Description: There is too much information that may not be necessary. ---</p> <p>5. Flight Information – 5/10 Description: The information provided is not completely clear. ---</p> <p>6. Customer Support service in flight search 5/10 Description: The support service does not treat customers correctly based on reviews. ---</p>
3	<p>Search for air tickets for the near future</p> <p>---</p> <p>Name of the airport: Minsk National Airport</p> <p>Link to the airport's website: https://airport.by</p>	<p>1. Search for departing / arrivals / transfer – 5/10 Description: Everything is fine but the lack of a transplant affects the assessment. ---</p> <p>2. Search by flight number, city and airline – 5/10 Description: Inconvenient interface. ---</p> <p>3. Select a flight according to the tables – 7/10 Description: There is extra information for the average user. ---</p> <p>4. Information for people in different categories – 8/10 Description: The information is well presented but some information may be missing. ---</p>

		5. Flight Information – 5/10 Description: Lack of necessary information. --- 6. Customer Support service in flight search 5/10 Description: The support service contacts customers impolitely. ---
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3. **Conduct the competitor's analysis** on product features. **Save it as a Table CA-01.**

3.1 Rate your competitors.

3.2 List all the features from your competitors that **you find interesting.**

3.3 Prioritize those features,

3.4 Update your Use Cases with the new features you decided to add to your project.

4. **Conduct the direct competitor's analysis on product features' usability aspects.**

Update your Table CA-01.

4.1 Rate your competitors.

4.2 List interesting usability aspects that you could apply to your Project.

5. Calculate rating points of your competitor and define your main competitor.

Sum of rating:

International Airport Sheremetyevo: **49**

International Airport Boryspil: **38**

Minsk National Airport: **30**

Summary: According to these rating, we see that our main competitor is **International Airport Sheremetyevo.**

How can we surpass this company:

- We need to make a perfect design for the user so that the user can use our site well.
- We should have information, but the amount of information should not be many. The information should be sufficient.
- We must have a good support service, this is important because we see that many companies do not have it.

6. Define your primary audience.

7. Save your file as PDF and submit it to DL till the end of your class. This week you have Glossary Quiz of week 3.

If you have extra time available – discuss with your teammate, how will you conduct the user Survey.