UX Competitive Analysis For (App Name)

Rating System  
1 (Poor)

2 (Average)

3 (Excellent)

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|  | Real Time  Trip Assistance Features | Content Layout & UI Design | Browsing & Navigation | Terminology & Labeling | Car Pool  Organization  Feature | Trip Planning Feature | Total |
| Competition 1 | 2 | 1 | 1 | 1 | 2 | 1 | 8 |
| Competition 2 | 1 | 1 | 1 | 1 | 2 | 1 | 8 |
| Competition 3 | 1 | 2 | 1 | 2 | 2 | 2 | 10 |
| Competition 4 | 1 | 1 | 1 | 1 | 1 | 1 | 6 |
|  | 1 | 1 | 1 | 1 | 1 | 2 | 7 |
|  | 1 | 2 | 1 | 2 | 2 | 2 | 10 |
|  | 1 | 2 | 1 | 2 | 2 | 2 | 10 |

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| --- | --- |
| C:\Users\Amir\Desktop\home1.jpg  Competitor 1 - Top Producer | GOOD   * supports a hierarchy of task importance * navigation clearly shows where the user is, good use of images * real estate terminology used well   BAD   * Actions are not clear or salient * Unclear of priority and timeline to support task execution. * Homepage is not welcoming, instead it is overloaded with information. * Main screen and Contacts don’t complement each other well. * No images or space - crowded. * Multitude of varying font sizes and feature positioning affect users ability to realize tasks and situational context. * Poor visual hierarchy * Lack of brand and content to extend trust with users. * Applications and Share tabs – what are they meant for? Sharing task information? What other applications do I need to use? |
| Competitor 2 - IXACTContact | GOOD   * navigation clearly shows where the user is, good use of images * real estate terminology used well * Font sizing is consistent   BAD   * Salient actions are all red – does that mean they are problematic? * Unclear of priority and timeline to support task execution. * Homepage is not welcoming, instead it is overloaded with information. * Second navigation is too similar to main nav, looks out of place * No images or space - crowded. * Multitude of varying font sizes and feature positioning affect users ability to realize tasks and situational context. * Poor visual hierarchy * Lack of brand and content to extend trust with users. * Overall is crammed * Poor color palette – doesn’t invite |
| Competitor 3 - PropertyBase | GOOD   * Supports a hierarchy of immediate tasks * Tells the user what to do and how they are doing * Bright, calm layout invokes action * Fair consistency in font size, spacing, and visual hierarchy * Salesforce feel adds trust and credibility   BAD   * Overwhelming menu options * Unclear of priority and timeline to support task execution. Why isn’t Action Plan on the homepage? * LHS navigation is overloaded * Lack of domain-specific terminology (lead generation, follow ups, etc.) * Looks like a sales solutions rather than a tool for real estate agents. |
| Competitor 4 - RealtyJuggler | GOOD   * Consistent real-estate terminology * Consistent layout across each function   BAD   * Overwhelming menu options in awkward positioning * Calls to action unclear – leaves too much cognition to the user * User focuses solely on the LHS and centre of the page – waste of top banner space * Does not invoke action, lacks credibility and trust to support real estate agents * Varying font sizes and poorly spaced |
| Competitor 5 - AgentOffice | GOOD   * Consistent font-size and spacing * Trusted and Credible with Outlook integration     BAD   * Integrating with Outlook depends on its features and function – using email experience to fulfill real estate agent needs * Unclear of priority and timeline to support task execution. Why isn’t Action Plan on the homepage? * LHS navigation is overloaded * Lack of domain-specific terminology (lead generation, follow ups, etc.) * Too much whitespace * Doesn’t feel like a product, rather feels like an add-on |