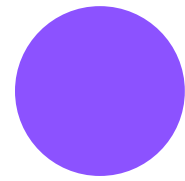# TechLabs

User Research

Competitive Benchmark

Farida Elchuzade

Overview

Competitive benchmarking is an extremely useful research technique that allows you to identify what your competitors are doing right, and learn from what they are doing wrong. For this project, I will review three similar mobile applications to gain some insights on how best to design an app.

Objectives

- Learn how best-in-class apps solve the problems we are trying to solve
- Understand the conventions we should follow
- Highlight best practices that we should emulate

Focus areas

Homepage

Login / Registration

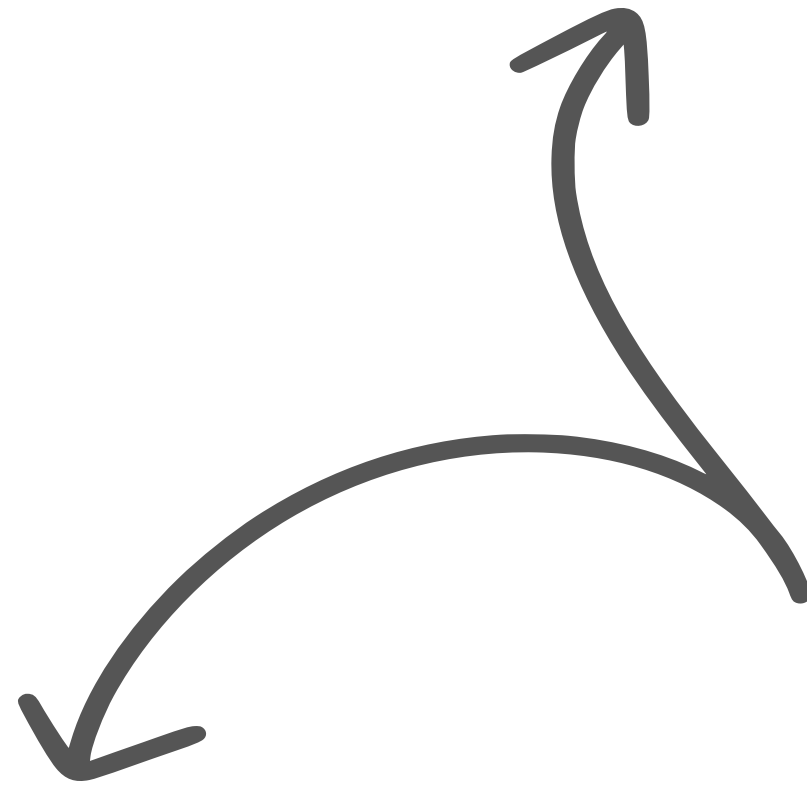Search and select

Make a post

Color codes

● Good

● Average

● Poor

Benchmark competitors

Largest online portal
 for second hand sales
in Germany

Founded in 2009

ebay
Kleinanzeigen

more than 900
million views in 2021

Homepage

Color codes

● Good ● Average ● Poor

1 Menu bar at the top on the left: noticeable and can navigate easily

2 Location and notification: if you want to look nearby instead of scrolling through random items without a specific address. Notification for specific area.
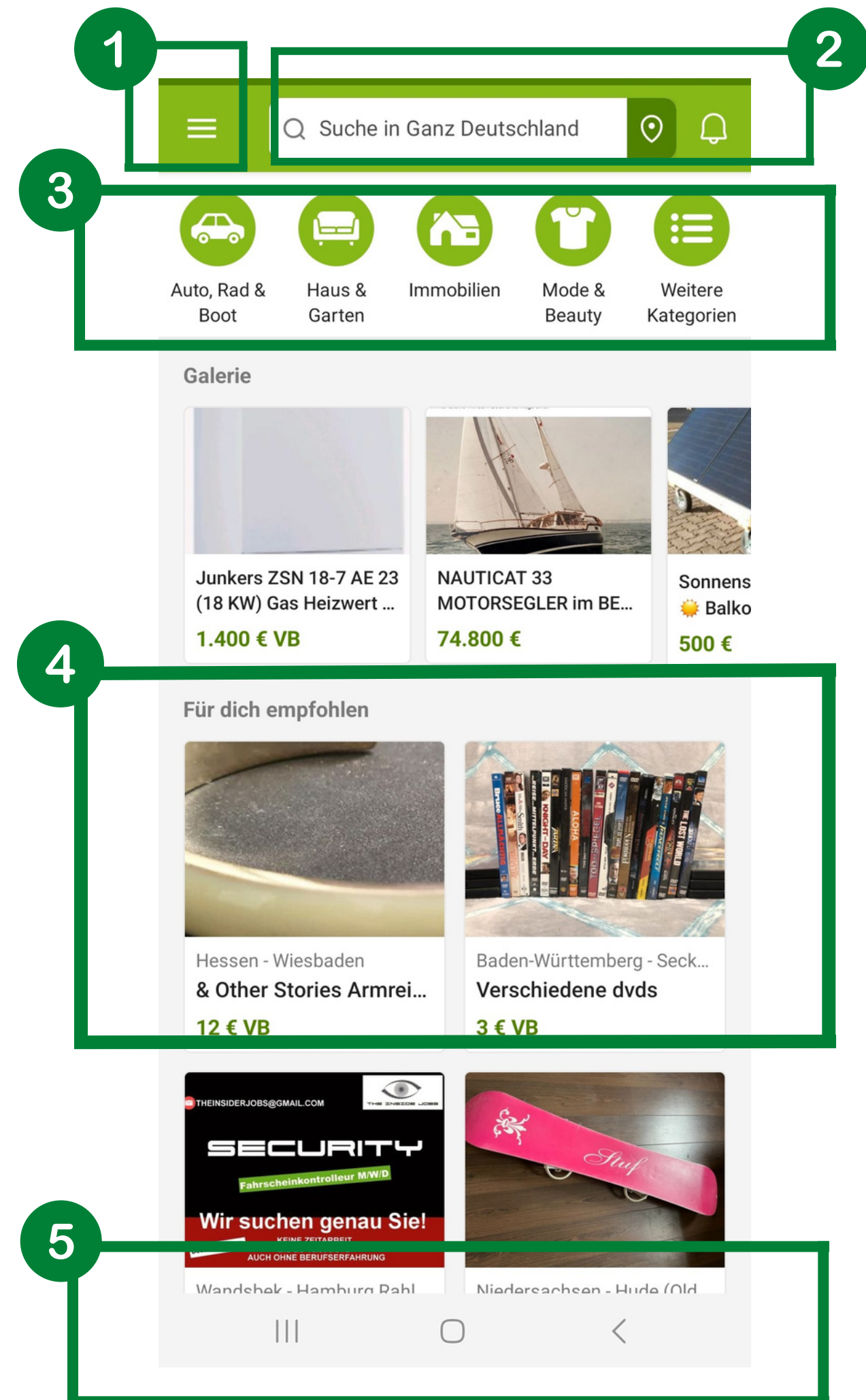
3 Menu bar at the very top to search for specific items instead of scrolling down.

4 Gallery of sold/giveaway items with prices and location.

5 There is a tab with buttons such as home, saved items, or "my" listings. However, this can be visible only when you are registered and logged-in.

Login page

1 Easy registration: email address and password login. However, it would be good to add login with google or other platforms to make the process even faster.

2 There is a help button 'Hilfe', but I couldn't find the language change. You can't find it on the homepage either. This makes it difficult for foreigners to use the app. Language options should be at the very beginning.

11:30

← **HILFE** **2**

ebay **Kleinanzeigen**

1

E-Mail Adresse

Passwort 👁

Ja, zu regelmäßigen Mails von uns mit Produktinfos, Tipps, Aktionen und spannenden Geschichten über uns und einige eBay-Unternehmen - Abmelden geht jederzeit.

Registrieren

Es gelten unsere Nutzungsbedingungen.
Informationen zur Verarbeitung deiner Daten findest du in unserer Datenschutzerklärung.

Search and select

1 Filter at the very top. This makes it easy to narrow down the search.

2 Location button in case the user wants to change to another city or expand the area radius.

3 All categories menu is good in case the user decides to select a general category again. Right about it is the search button which again makes it easier for the user to search a specific item.

4 Filter categories in detail. The user can change the location and categories. On the price filter, there is only minimum and maximum option. It would have been good to add a 'free' option for selection as people post items for giveaway.

5 A list of items with photos, short descriptions, and prices make it easier to scroll. The favorite button is good for saving items for later.

Color codes

● Good ● Average ● Poor

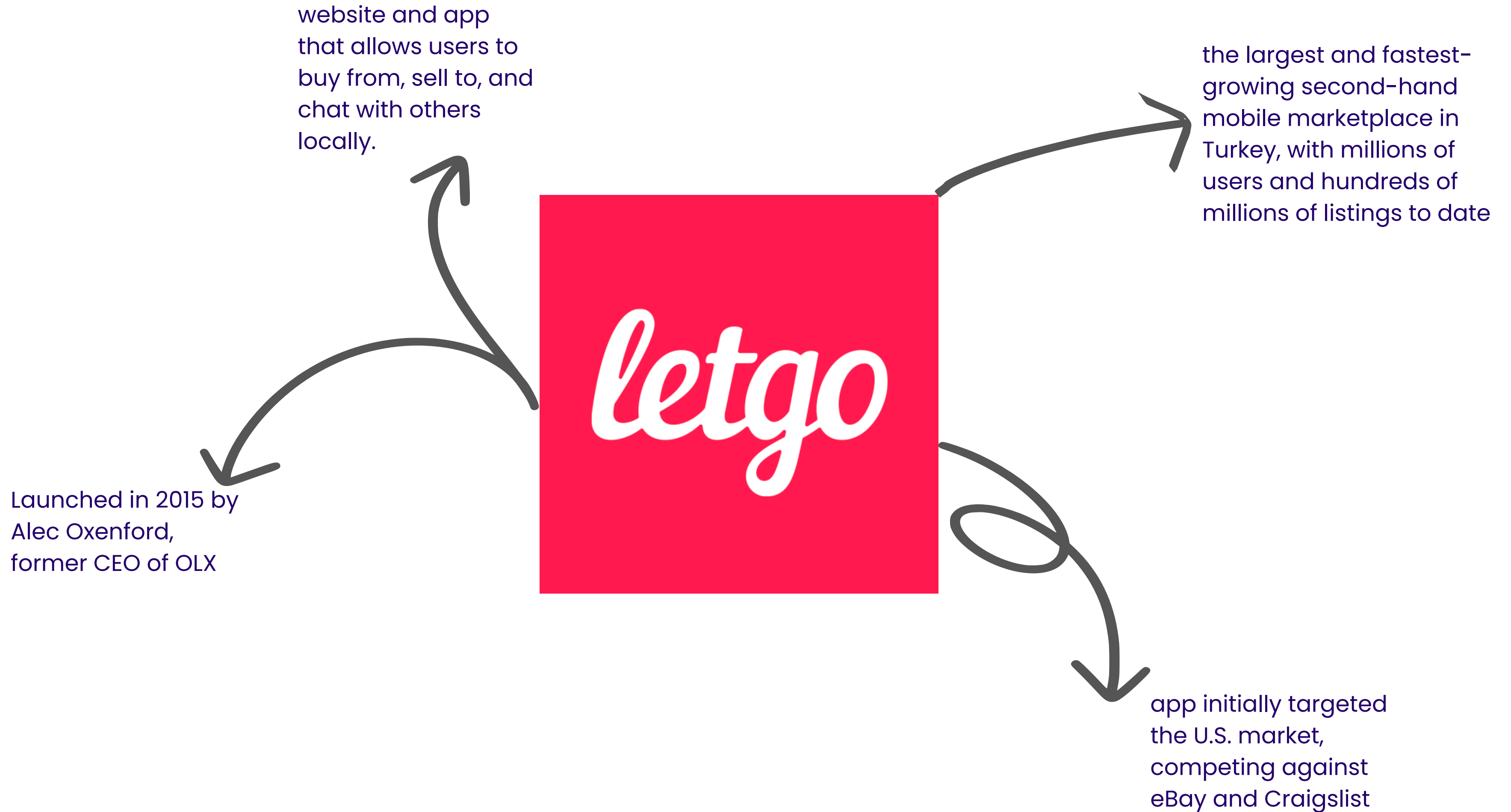TechLabs | Competitive Benchmark
Farida Elchuzade
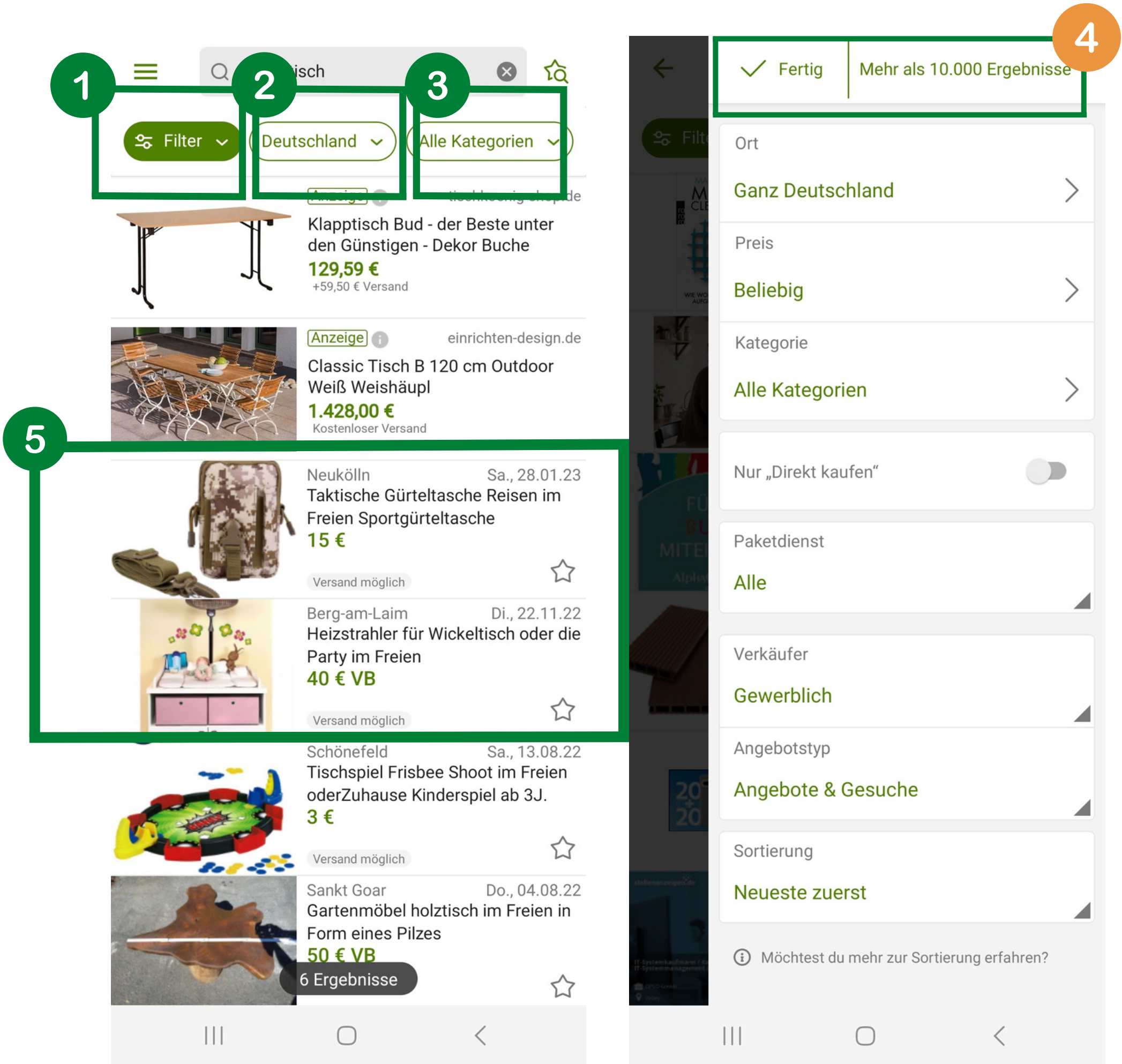
Make a post

1 Adding a photo is very important. I think this option should be mandatory in order to allow the item to get posted.

2 I like how they added two buttons for those who are searching and for those uploading an item., So it's like "takers" and "givers" for free items. Title is important to differentiate the items and maybe write something attractive.

3 The category of the item and description is helpful for sorting out the items.

4 When I checked the iOS app, I saw the bottom tabs which are very important for the user. It's good that they have a home button, searches, upload items, messaging, and my profile. It's possible due to the login. When you are not logged you cannot see this tab.

Inserieren   Vorschau

Es ist noch kein Bild vorhanden, nimm eins auf und füge es hinzu.

Bilder hinzufügen   Fototipps

○ Ich biete   ○ Ich suche

Titel

Gib hier deinen Titel ein (min. 10 Zeichen)

Kategorie

Beschreibung

Preis   Preistyp Festpreis

＋ Name & Kontaktdaten hinzufügen

Start   Suchen   Inserieren   Nachrichten   Meins

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Farida Elchuzade

website and app
that allows users to
buy from, sell to, and
chat with others
locally.

the largest and fastest-
growing second-hand
mobile marketplace in
Turkey, with millions of
users and hundreds of
millions of listings to date

Launched in 2015 by
Alec Oxenford,
former CEO of OLX

app initially targeted
the U.S. market,
competing against
eBay and Craigslist

Homepage

1. Location is right on top. Easy to click and search desired area.

2. Search button to write specific items the user is looking for and a notification button right next to it to get notified when the item is available. They could add filtering options here to make the search faster.

3. Tab bar with categories. It makes it easier to get to the page with those items before narrowing it down.

4. There is a like button on each photo/post which allows the user to add it to his/hers favorite list. This way the user can go back to the favorites without searching around.

5. Menu bar with buttons for the homepage, messages, to sell/post an item, favorites, and profile settings. I think they could add a language option here.

6. When you scroll down you see a list of sold or free items. It's too confusing to the eye, so it would have been better to make it like a list of items with one item per line instead of two next to each other

Color codes

Good   Average   Poor
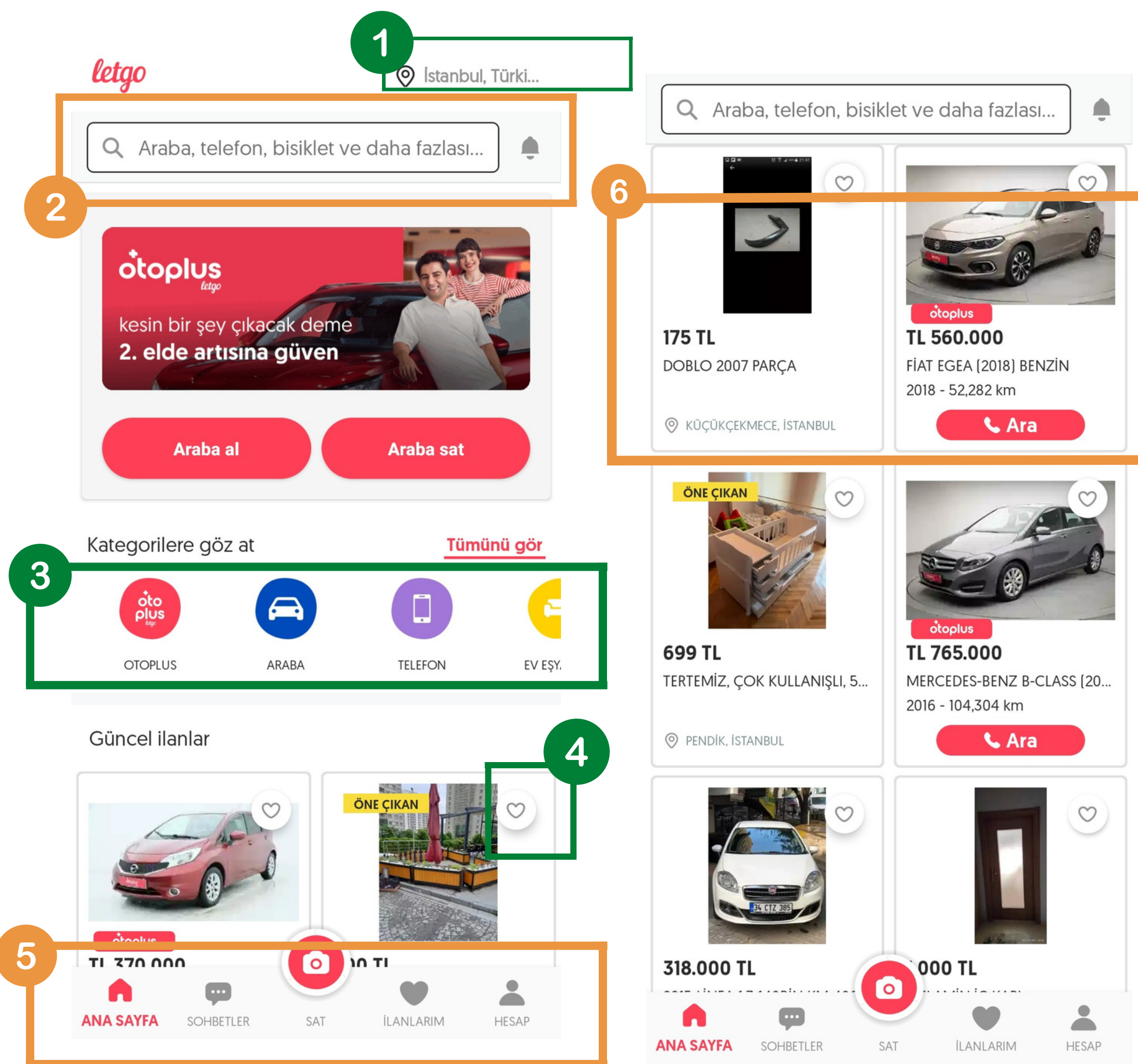
Login page

✕

1 Super simple registration and login page. You can choose to sign up with your phone number, Gmail or by filling out your email address and password manually. These options are good to have as sometimes the user wants to register as fast as possible.

2 Again there is no language option for registration. This makes it difficult for foreigners in the country to sign up and use the application.

letgo

1

☐ Telefonla devam et

G Google ile devam et

✉ E-posta adresiyle devam et

Devam ederek bu şartları kabul etmiş olursun:
letgo Şartlar ve Koşullar

2

Color codes

● Good   ● Average   ● Poor

Search and select

1 Search button right at the top with a notification button next to it and location on the top. It allows to search faster but not enough when you want something specific. Filtering button could be added to the left of the search bar.

2 Tab bar with categories for items. It's good to see the general items and that there is a view all button. However, it could be improved by adding a filter button on top.

3 The tab bar is good with the home page, messaging, sell an item button, favorites, and profile.

4 They have a 'find my location' button which easily finds the location, or the user can manually write down the address.

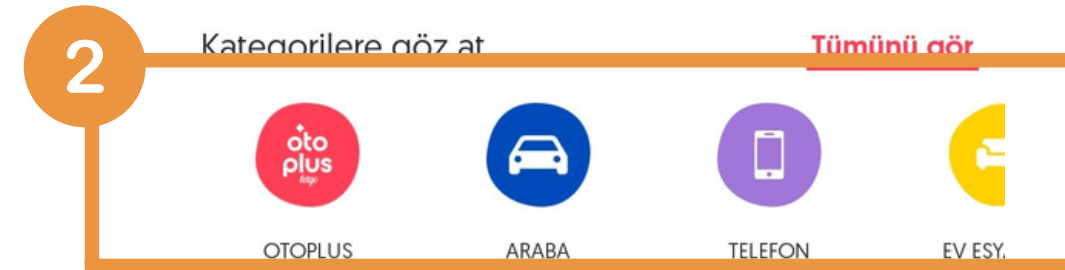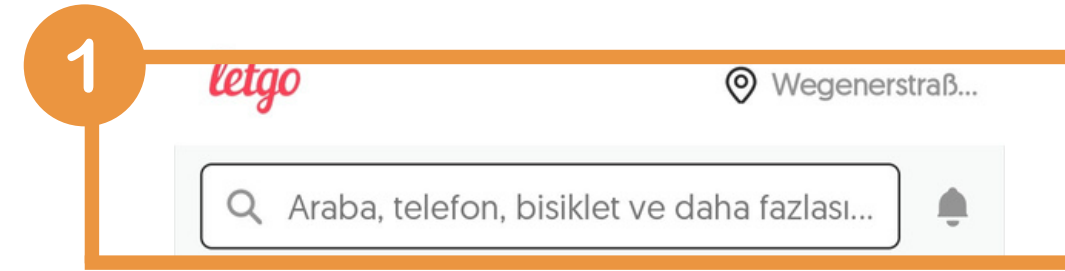**1** letgo — ⊙ Wegenerstraß...
🔍 Araba, telefon, bisiklet ve daha fazlası... 🔔

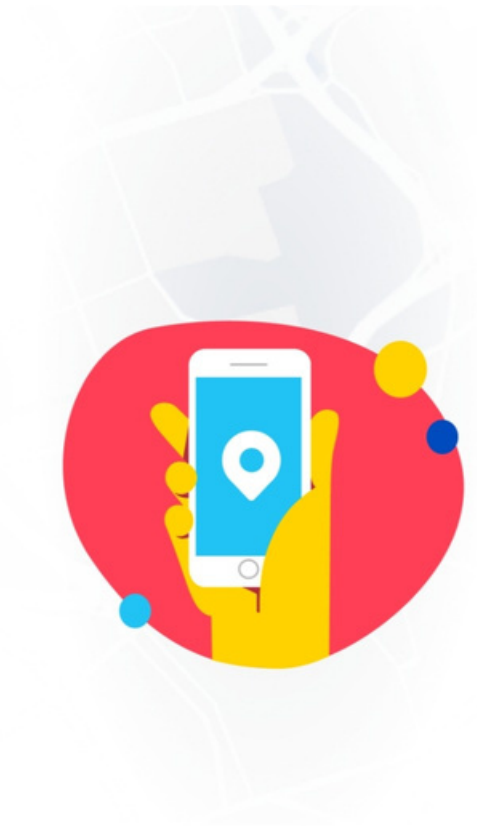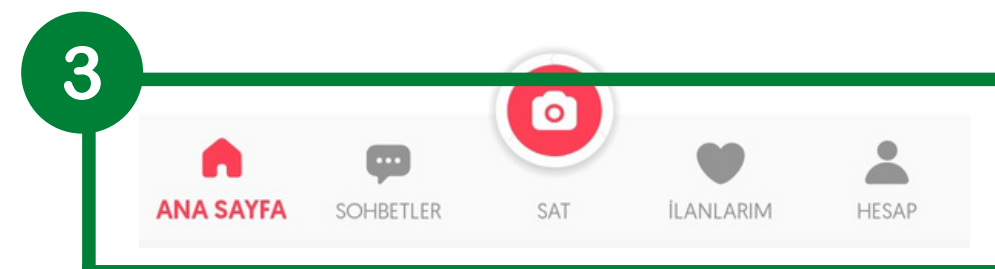**2** Kategorilere göz at — **Tümünü gör**
OTOPLUS   ARABA   TELEFON   EV ESY.
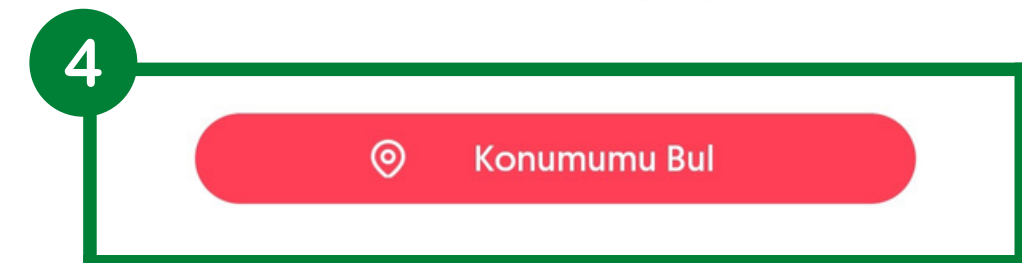
İlan bulunamadı

Lütfen yazımını kontrol et veya daha genel bir arama yapmayı dene.

Şu anda neredesin?

Konumunu paylaş ve kişiselleştirilmiş bir alım satım deneyiminin keyfini çıkar.

4 ⊙ Konumumu Bul

Başka bir konum

3 📷
ANA SAYFA   SOHBETLER   SAT   İLANLARIM   HESAP

Color codes

🟢 Good   🟠 Average   🔴 Poor

Make a post

1 The first step to make a post requires the user to add information on the item type, the condition of the item, the title of the post, and a detailed explanation of what the user is selling or giving away. These are good details to request. However, this page could be improved by adding a photo to the top. It looks like the user adds the photo much later. It would be easier to have it all one page.

2 The second step requires the user to choose a category such as a furniture, house item, kitchen, textile, decoration, garden, etc. This is a step as it will categorize the item, but again this could be added to the first page instead of having a second page for this.

3 The last step is asking "what are you selling?". It provides items with icons to make it clear for the user to choose from. However, it seems like its unnecessary to have this as a third step when the user could make this choice at the very beginning.

1 Biraz bilgi ekle

Tür

Durum

İlan başlığı*

Ürününün temel özelliklerinden bahset (ör. marka, model, yaş, tip)   0/70

Ne sattığını açıkla *

Durum, özellik ve satma nedeni gibi bilgileri ekle   0/1450

Devam et

2 Ev Eşyaları

Mobilya

Ev Aletleri

Mutfak Gereçleri ve Sofra

Ev Tekstili

Dekorasyon

Ev Yenileme

Bahçe

El Aletleri

Diğer

3 Ne satıyorsun?

Araba

Telefon

Ev Eşyaları

Elektronik

Motosiklet

Diğer Araçlar

Bebek ve Çocuk
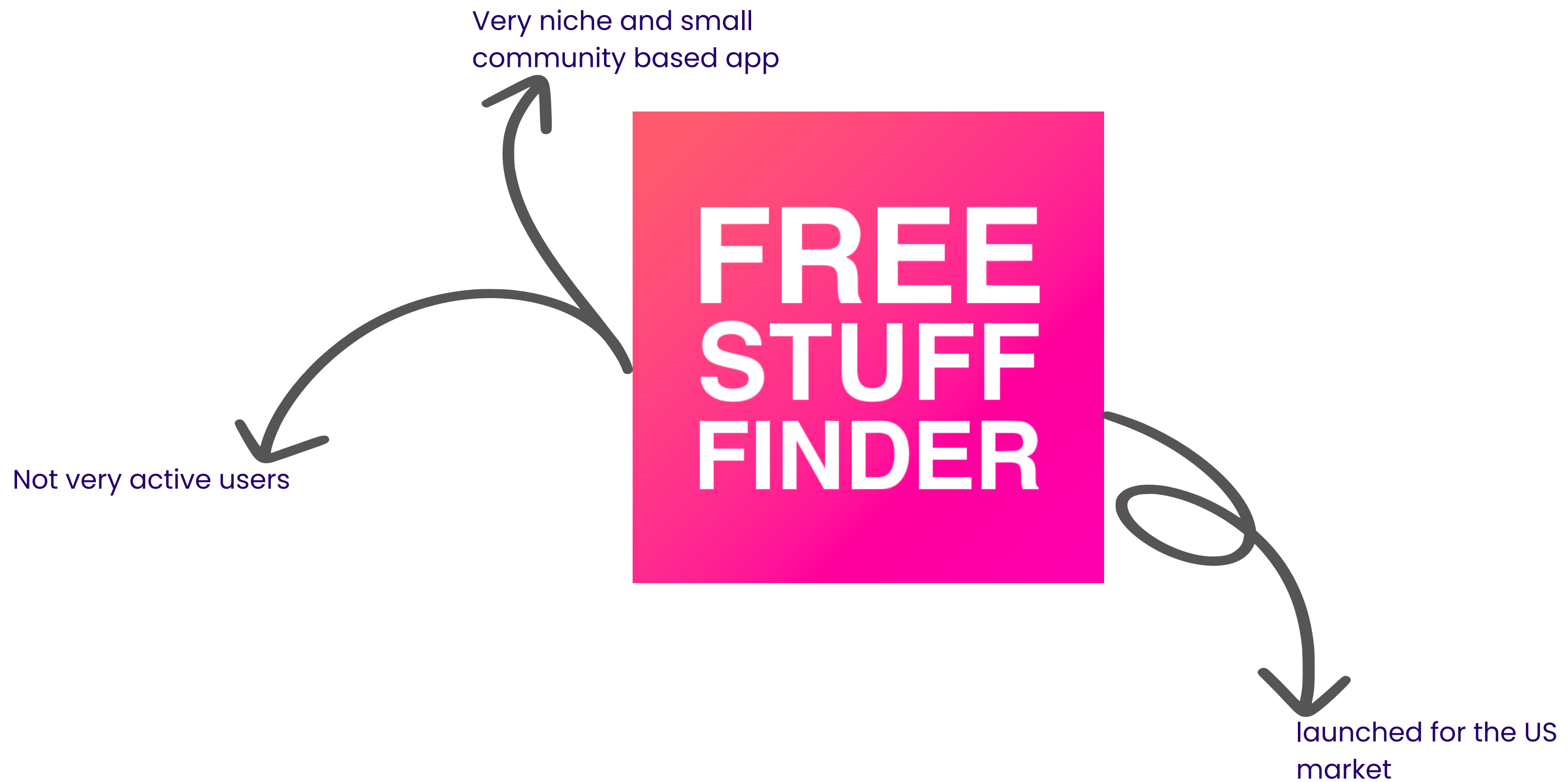
Daha fazla kategori

Color codes

● Good   ● Average   ● Poor

Very niche and small
community based app

FREE
STUFF
FINDER

Not very active users

launched for the US
market

Homepage

1 Very poorly design menu on the homepage. There is a search button for items, but the logo, story button, search button and notification are very cluttered. Instead, it would have been better to add location there to make it easier to search. The menu bar has categories but they are too general. There is no filtering option, so it doesn't allow easy navigation.

2 It's good to have a favorite button. It makes it easier to come back to the items later. There is also a comment button next to it, which I think is unnecessary. It confuses the user. So it's better to just click the post and see the comment section at the bottom of the post.

3 The listing of items is done well. I like how they have added the time when the post was made, this way the user can guess if it's a new or an old post and decide to interact with it. The title, short description and photo are great. However, I would improve this by showing the location, to make it easier to understand whether its close to the user or not.

4 They have a tab bar at the bottom of the page, which is always useful. The user wants to go back to the homepage as fast as possible, can access the favorites list, and go to the profile. The profile and settings buttons could be placed in one button. For example, when clicking on the profile you can also access settings instead of having 2 separate buttons. They also have a community button which I am not sure if there is a need for it. Instead of that, there could be the sell/giveaway option.
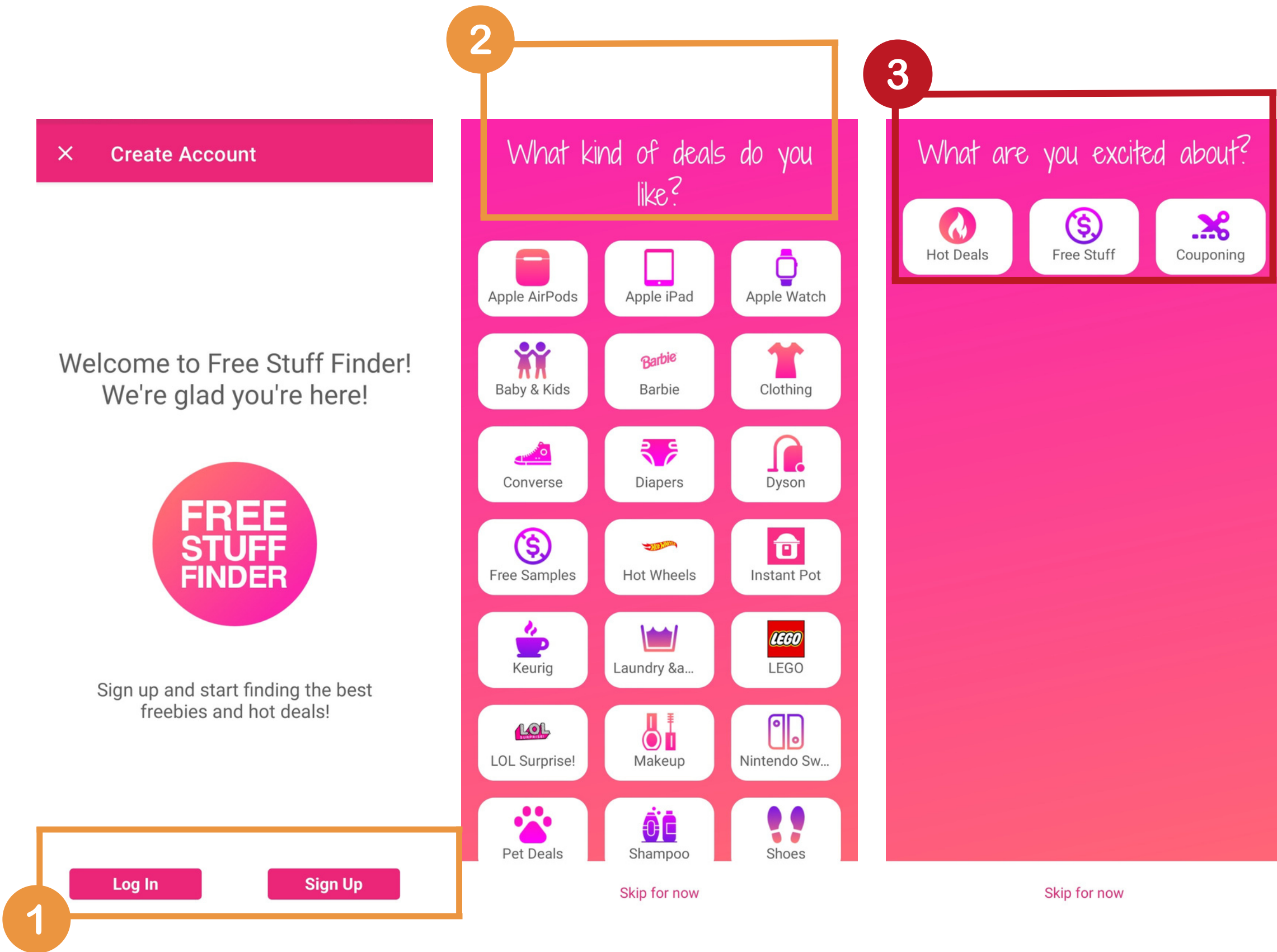
Color codes

● Good　　● Average　　● Poor
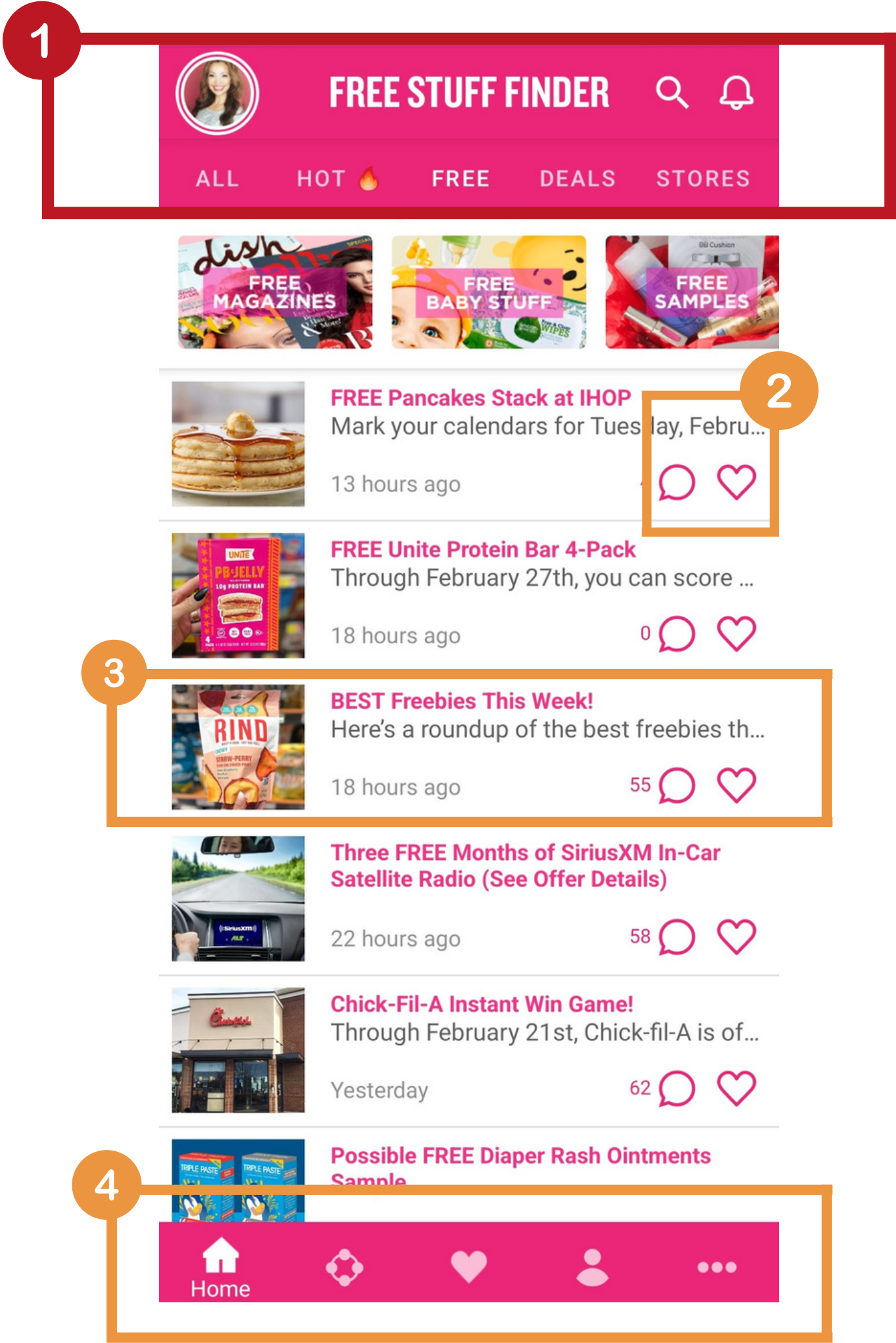
Login page

1 Simple login and signup page. It would be better if there were other options for registration, such as via gmail or facebook.

2 In the next stage of registration, the user is asked about preferred deals which include either sold items at discount or free samples. This is a good feature to include because it allows for personalizing the items the user is looking for. Question and font can be improved along with the list they made. Some are very specific and some are general. So there is no consistency in category names.

3 There is a third step to the registration which is very unnecessary and makes the signup process longer and slower for the user. The question asked in this step is similar to the one on the second page. So they can be combined.

2

3

X **Create Account**

Welcome to Free Stuff Finder! We're glad you're here!

FREE STUFF FINDER

Sign up and start finding the best freebies and hot deals!

Log In   **Sign Up**

1

What kind of deals do you like?

Apple AirPods	Apple iPad	Apple Watch
Baby & Kids	Barbie	Clothing
Converse	Diapers	Dyson
Free Samples	Hot Wheels	Instant Pot
Keurig	Laundry &a...	LEGO
LOL Surprise!	Makeup	Nintendo Sw...
Pet Deals	Shampoo	Shoes

Skip for now

What are you excited about?

Hot Deals   Free Stuff   Couponing

Skip for now

Color codes

🟢 Good   🟠 Average   🔴 Poor

Search and select

1 Very poorly designed menu bar for searching items. There are some categories but they don't give details on options for search. So the user doesn't really know what's available for sale or for free. There is a 'free' category for items that are being given away. However, the user cannot make posts of their items for giveaways. There is no location option or filtering for items.

2 Overall the idea of having a list of items is good, however, it could be improved by adding a location, removing the comment button, and instead enabling it so that the user can click and go to read the details about post.

3 I like how they made a section for comments. This can build a community, allow to follow the person who makes posts, and create trust between users and the person who shares items. However, it is not a necessary option. Verification of users can be done via the information requested by the app to fill out.

Color codes

🟢 Good   🟠 Average   🔴 Poor

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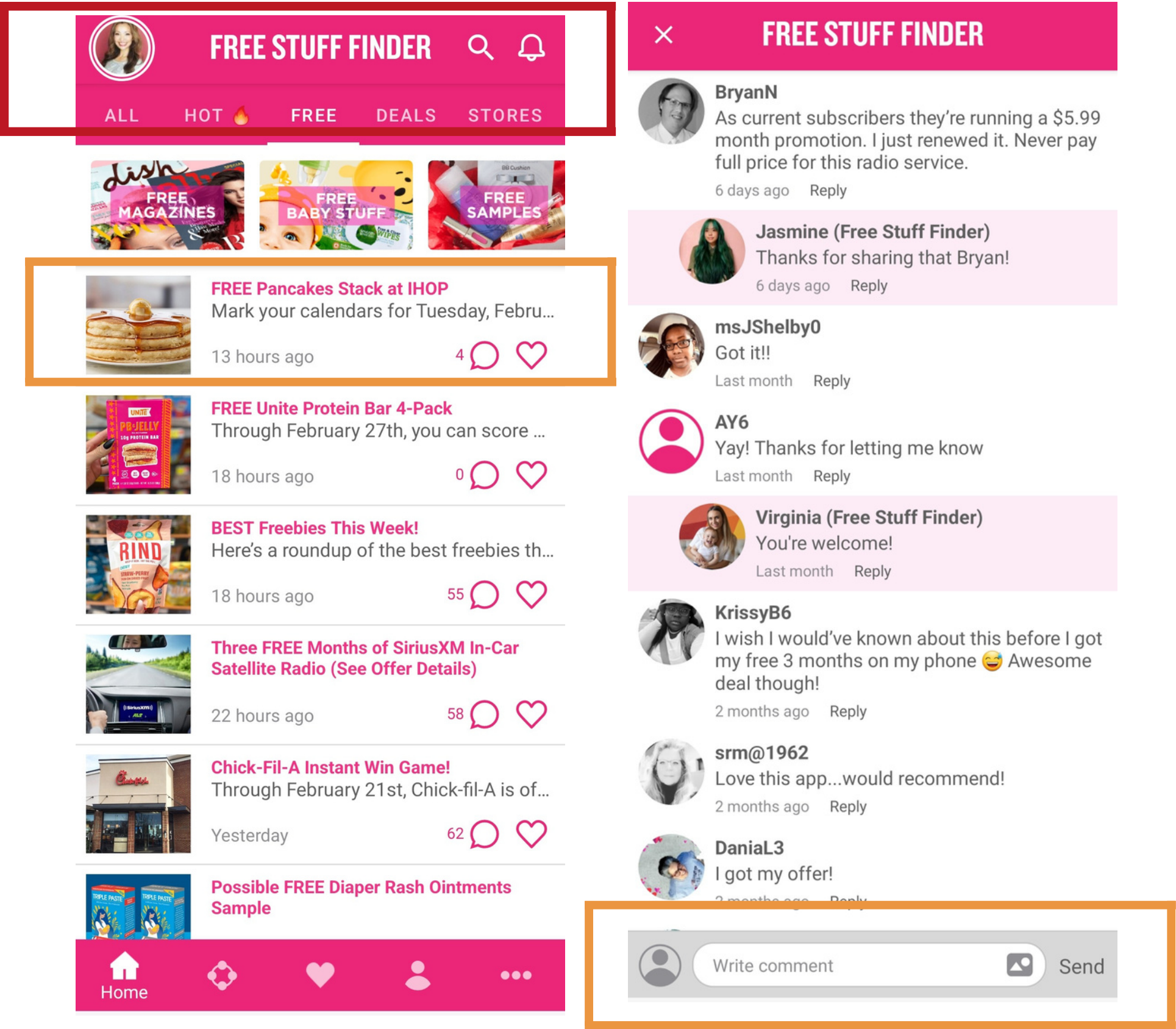
Summary

Pain points

Positives

Improvements to be made: