Introduction to Course 7 Design across devices Start the UX design process: Empathize

Continue the UX design process: Continue the UX design process: Continue the UX design process:

Video: Begin the ideate phase Video: Conduct a competitive audit

Reading: Learn more about competitive audits 20 min Practice Quiz: Test your knowledge on competitive audits

2 questions Practice Quiz: Activity: Conduct a competitive audit 1 question

Reading: Activity Exemplar: Conduct 20 min

Video: Follow the UX design process across devices 2 min Practice Quiz: Self-Reflection:

for different screen sizes 1 question Video: Ideate with Crazy Eights

Consider best practices of designing

Reading: Learn more about ideating with Crazy Eights and How Might We 20 min Practice Quiz: Activity: Sketch to generate ideas for a mobile app

1 question Reading: Activity Exemplar: Sketch to generate ideas for a mobile app Discussion Prompt: Share your design ideas 10 min

Week 1 review

Activity Exemplar: Conduct a competitive



Here is a completed exemplar of a competitive audit for a food waste saving service called Food Saver. This exemplar is a completed version of the activity you did earlier in the exercise. Use this exemplar to compare your own work with an example that meets all the criteria. There's also an explanation of how the example fulfills the expectations for the activity that was outlined.

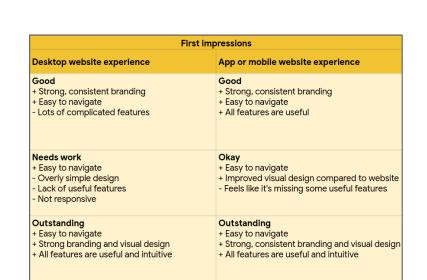
To access the completed exemplar of the competitive audit, click the link below.

Link to exemplar: **competitive audit - Food Saver** 🖸

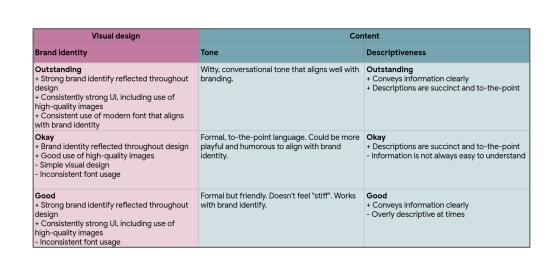
If you don't have a Google account, you can download the exemplar directly from the attachment below.

Google UX Design Certificate - Competitive audit - Food Saver (Example) XLSX File

Competitive audit	Competitive audit goal: Identify and understand the effectiveness of features currently used to fight food waste.								
	General information								
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audlence	Unique value proposition	
ElimiWaste	Direct	Philadelphia, PA	App and website that help with recipe planning and food waste reduction	\$	www.elimiwaste.leftovers	Medium	Young adults and high school students	"Reduce your impact, eat smarte	
Tasty With Less	Direct	Lethbridge, AB	App and website that use existing and leftover ingredients to create recipes	\$\$	www.eatmorewasteless.save	Small	Young, single adults and people in college	"Eat better, enjoy more, use less.	
BagltUp	Indirect	Most major European cities	App and website that connect consumers directly to food suppliers with unsold inventory	\$\$\$	www.foodtoyou.direct	Large	Parents and families	"Connecting food with the peop who need it."	



Interaction								
Features	Accessibility	User flow	Navigation					
Outstanding + Personalized recipe planning feature + Shopping list feature + Waste tracking feature + Filter feature (allergies, price, etc.)	Good + Strong use of visuals + Use of color is accessibility-friendly - Not equipped for screen reader tech	Good Recipe planning process is clear and straightforward - Using filters is time consuming because they can only be added one at a time	Outstanding + Straightforward navigation + Clear indication of clickable elements					
Okay + Recipe planning feature - Ingredient list feature is confusing and difficult to use	Outstanding + Strong use of visuals + Use of color is accessibility-friendly + App and website are screen reader compatible	Good + Recipe planning process is clear and straightforward - Ingredient list feature is difficult to complete due to manual entry and not remembering previous inputs	Needs work - Some clickable elements are not indicated well or clearly marked - Navigation direction is not always clear					
Outstanding + Geographic locator feature + Ability to create profile + Pricing calculator	Needs work - Not equipped for screen reader tech - Color choices don't meet accessibility standards - Inconsistent use of visuals	Outstanding + Primary checkout user flow is clear + Quick and easy to use ordering process	Good + Comprehensive navigation menu - Offering so many supplier options is overwhelming at times					



To access the competitive audit report exemplar for this course item, click the link below. Link to exemplar: **Competitive audit report - Food Saver .**

If you don't have a Google account, you can download the exemplar directly from the attachment below.

Google UX Design Certificate - Competitive audit - Food Saver (Example) DOCX File

1. Competitive audit goal(s) The goal of this audit was to understand the various products and features currently available in the marketplace and to see how some or all of those features could be combined to fight waste.

2. Who are your key competitors? (Description) ElimiWaste is a shopping app with a companion website that helps users buy the correct quantity of ingredients to cook specific recipes. Tasty With Less is a recipe app with a companion website that creates recipes using the leftovers users have available in their homes. BagItUp is a service that helps connect businesses with food that would go to waste to

3. What are the type and quality of competitors' products? (Description) ElimiWaste makes a very clear and direct connection between the recipe and the ingredients for that recipe. The app's shopping feature allows for a good deal of customization in recipes, while still helping users keep track of the expected shelf life of a purchased item and reminding the user to use it before it expires. Tasty With Less helps users identify the types of food in their home by category, so they can focus on the nutrition and taste of their meals based on what they have available. BagItUp offers very little choice or customization, but directly encourages the user to cut down on food waste by (literally) eating food that would otherwise be thrown out.

4. How do competitors position themselves in the market?

(Description) ElimiWaste is primarily a grocery shopping app. The value proposition of their product is in personalized recipe suggestion and streamlined ingredient purchasing. Tasty With Less is primarily a recipe app designed to streamline food waste in the home. BagItUp appeals to the thoughtful consumer who wants to eat great food and help the environment at the same time.

5. How do competitors talk about themselves? (Description) ElimiWaste describes their app as a companion to help users discover and cook fun and tasty new recipes. They want to deliver value and excitement. Tasty With Less encourages users to eat well while spending less money and using fewer BagItUp describes themselves as an eco-conscious, cost saving option to save money and

6. Competitors' strengths (List)

the planet while eating great.

users who will come pick it up.

- ElimiWaste's strengths include: Personalized recipe planning feature Shopping list feature with detailed filter options
- Waste tracking Easy recipe planning
- Tasty With Less' strengths include: Use of visuals to complement text and layout Use of color that is accessibility-friendly
- Screen-reader compatibility with app and website BagItUp's strengths include:
- Geographic location feature Price calculator In-app profile option
- Easy ordering process Smooth checkout flow

7. Competitors' weaknesses (List)

- ElimiWaste's weaknesses include: Lack of screen-reader compatibility Only one filter can be added at a time Too many features on the website
- Tasty With Less' weaknesses include: A complicated recipe planning feature Complicated and confusing navigation structure (Poor IA)
- Some buttons and icons not clearly labeled BagltUp's weaknesses include: Lack of screen-reader compatibility
- Use of color that isn't accessibility-friendly Inconsistent use of visuals
- Offering too many supplier options Inconsistent font usage Overly descriptive

8. Gaps (List)

- Some gaps we identified include: ElimiWaste and BagItUp haven't optimized their app and desktop experiences for accessibility or inclusivity
- BagItUp and Tasty With Less's recipe and shopping list features include overcomplicated elements Tasty With Less has weak information architecture Tasty With Less uses buttons and icons that are not clearly labeled or easy to

understand

- 9. Opportunities (List) Some opportunities we identified include: Optimize the app and website for accessibility by including, at minimum: robust images throughout, accessibility-friendly color options, and screen
- other ways to make our designs more equitable. Simplify any recipe, shopping, and waste tracking features without reducing the quality or usefulness of the feature

reader-compatibility. We should also offer language translation options, and consider

 Be strategic in creating the website and app's information architecture and make sure that it serves user needs Clearly label buttons and icons Develop a strong brand identity that is consistent between desktop and mobile



Assessment of exemplar

Here's how we conducted the competitive audit.

1. Outlining the goals for the competitive audit In order to inform the design of the Food Saver app, the overall goal for the competitive audit was to: Identify and understand the effectiveness of currently existing features used to fight food waste.

2. Creating a list of competitors First, a search for services that aim to reduce food waste was completed. Then, the competitors' names and the types of competitor were added to the spreadsheet. For our audit, we decided on a total of three competitors: one indirect competitor and two direct competitors.

3. Research We reviewed the competitors' websites and mobile apps, using the categories listed in the competitive audit spreadsheet. Details and ratings were then entered for each competitor.

4. Analyzing and summarizing the findings The information in the spreadsheet was analyzed for trends, strengths, weaknesses, gaps, and opportunities. The competitive audit report template was then used to summarize the findings. Now, compare the example spreadsheet and report to the competitive audit comparison and report you created.

Assess what you've done using each of the criteria used here to evaluate the exemplar. Did you: Have a clear competitive audit goal?

- Identify three to six key competitors, complete with "direct" and "indirect" designations?
- Review the desktop and mobile products that the competitors have to offer? • Include three to six features for comparing the businesses, chosen based on the competitive audit goal?
- Include an analysis of trends among the competitors?
- Comment on how the competitors position themselves in the market? • Highlight what the competitors do well, and what they could do better?
- Consider how the competitors describe themselves? Describe the competitors' strengths and weaknesses?
- Highlight gaps in the competitors' products? • Identify opportunities where your product can stand out and make itself unique?

Conclusion: What did you do well? Where can you improve? Take this feedback with you as you continue to progress

Mark as completed

through the course.