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## Activity Exemplar: Conduct a competitive audit



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](#)

OR

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.									
	Competitor name	Competitor type	Product offering	Device	Screen size	Business model	Target audience	Market segmentation	Strengths	Weaknesses
Desktop	FoodSaver	FoodSaver Inc.	App and website that help users save food waste	Desktop	1920x1080px	Subscription	Homeowners	Urban	Easy to use	Not as good as other apps
	FoodSaver	FoodSaver Inc.	App and website that help users save food waste	Desktop	1920x1080px	Subscription	Homeowners	Urban	Easy to use	Not as good as other apps
Tablet	FoodSaver	FoodSaver Inc.	App and website that help users save food waste	Tablet	1024x768px	Subscription	Homeowners	Urban	Easy to use	Not as good as other apps
	FoodSaver	FoodSaver Inc.	App and website that help users save food waste	Tablet	1024x768px	Subscription	Homeowners	Urban	Easy to use	Not as good as other apps
Mobile	FoodSaver	FoodSaver Inc.	App and website that help users save food waste	Mobile	375x667px	Subscription	Homeowners	Urban	Easy to use	Not as good as other apps
	FoodSaver	FoodSaver Inc.	App and website that help users save food waste	Mobile	375x667px	Subscription	Homeowners	Urban	Easy to use	Not as good as other apps

First impressions	
Desktop website experience	App or mobile website experience
<b>Good</b> <ul style="list-style-type: none"><li>Strong, consistent branding</li><li>Easy to navigate</li><li>Lots of complicated features</li></ul>	<b>Good</b> <ul style="list-style-type: none"><li>Strong, consistent branding</li><li>Easy to navigate</li><li>All features are useful</li></ul>
<b>Needs work</b> <ul style="list-style-type: none"><li>Easy to navigate</li><li>Only simple design</li><li>Lack of useful features</li><li>Not responsive</li></ul>	<b>Okay</b> <ul style="list-style-type: none"><li>Easy to navigate</li><li>Imprecise visual design compared to website</li><li>Looks like it's missing some useful features</li></ul>
<b>Outstanding</b> <ul style="list-style-type: none"><li>Easy to navigate</li><li>Strong branding and visual design</li><li>All features are useful and intuitive</li></ul>	<b>Outstanding</b> <ul style="list-style-type: none"><li>Strong, consistent branding and visual design</li><li>All features are useful and intuitive</li></ul>

Features	Accessibility	Interactions	Navigation
<b>Discoverability</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>	<b>Discoverability</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>	<b>Discoverability</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>	<b>Discoverability</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>
<b>Navigation</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>	<b>Navigation</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>	<b>Navigation</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>	<b>Navigation</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>
<b>Interactions</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>	<b>Interactions</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>	<b>Interactions</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>	<b>Interactions</b> <ul style="list-style-type: none"><li>High contrast between text and background</li><li>High contrast between text and background</li><li>High contrast between text and background</li></ul>
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Visual design	Text	Content
<b>Brand identity</b> <ul style="list-style-type: none"><li>Strong brand identity reflected throughout design</li><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li></ul>	<b>Text</b> <ul style="list-style-type: none"><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li></ul>	<b>Content</b> <ul style="list-style-type: none"><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li></ul>
<b>Outstanding</b> <ul style="list-style-type: none"><li>Strong brand identity reflected throughout design</li><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li></ul>	<b>Text</b> <ul style="list-style-type: none"><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li></ul>	<b>Content</b> <ul style="list-style-type: none"><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li></ul>
<b>Needs work</b> <ul style="list-style-type: none"><li>Strong brand identity reflected throughout design</li><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li></ul>	<b>Text</b> <ul style="list-style-type: none"><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li></ul>	<b>Content</b> <ul style="list-style-type: none"><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li><li>Consistent styling (e.g. including use of high-quality images)</li></ul>
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To access the competitive audit report exemplar for this course item, click the link below.

Link to exemplar: [Competitive audit report - Food Saver](#)

OR

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

<b>1. Competitive audit goal(s)</b> <p>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.</p>
<b>2. Who are your key competitors?</b> (Description) <p><b>ElimWaste</b> is a shopping app with a companion website that helps users buy the correct quantity of ingredients to cook specific recipes.</p> <p><b>Tasty With Less</b> is a recipe app with a companion website that creates recipes using the leftovers users have available in their homes.</p> <p><b>Baggitip</b> is a service that helps connect businesses with food that would go to waste to users who will come pick it up.</p>
<b>3. What are the type and quality of competitors' products?</b> (Description) <p><b>ElimWaste</b> 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.</p> <p><b>Tasty With Less</b> 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.</p> <p><b>Baggitip</b> 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.</p>
<b>4. How do competitors position themselves in the market?</b> (Description) <p><b>ElimWaste</b> is primarily a grocery shopping app. The value proposition of their product is in personalized recipe suggestion and streamlined ingredient purchasing.</p> <p><b>Tasty With Less</b> is primarily a recipe app designed to streamline food waste in the home.</p> <p><b>Baggitip</b> appeals to the thoughtful consumer who wants to eat great food and help the environment at the same time.</p>
<b>5. How do competitors talk about themselves?</b> (Description) <p><b>ElimWaste</b> describes their app as a companion to help users discover and cook fun and tasty new recipes. They want to deliver value and excitement.</p> <p><b>Tasty With Less</b> encourages users to eat well while spending less money and using fewer resources.</p> <p><b>Baggitip</b> describes themselves as an eco-conscious, cost-saving option to save money and the planet while eating great.</p>
<b>6. Competitors' strengths</b> (List) <p><b>ElimWaste's</b> strengths include:</p> <ul style="list-style-type: none"><li>Personalized recipe planning feature</li><li>Shopping list feature with detailed filter options</li><li>Waste tracking</li><li>Easy recipe planning</li></ul> <p><b>Tasty With Less' strengths</b> include:</p> <ul style="list-style-type: none"><li>Use of visuals to complement text and layout</li><li>Use of color that is accessibility-friendly</li><li>Screen-reader compatibility with app and website</li></ul> <p><b>Baggitip's</b> strengths include:</p> <ul style="list-style-type: none"><li>Geographic location feature</li><li>Price calculator</li><li>In-app profile option</li><li>Easy ordering process</li><li>Smooth checkout flow</li></ul>
<b>7. Competitors' weaknesses</b> (List) <p><b>ElimWaste's</b> weaknesses include:</p> <ul style="list-style-type: none"><li>Lack of screen-reader compatibility</li><li>Only one filter can be added at a time</li><li>Too many features on the website</li></ul> <p><b>Tasty With Less' weaknesses</b> include:</p> <ul style="list-style-type: none"><li>A complicated recipe planning feature</li><li>Complicated and confusing navigation structure (Poor UX)</li><li>Some buttons and icons not clearly labeled</li></ul> <p><b>Baggitip's</b> weaknesses include:</p> <ul style="list-style-type: none"><li>Lack of screen-reader compatibility</li><li>Use of color that isn't accessibility-friendly</li><li>Inconsistent use of visuals</li><li>Offering too many supplier options</li><li>Inconsistent font usage</li><li>Overly descriptive</li></ul>
<b>8. Gaps</b> (List) <p>Some gaps we identified include:</p> <ul style="list-style-type: none"><li>ElimWaste and Baggitip haven't optimized their app and desktop experiences for accessibility or inclusivity</li><li>Baggitip and Tasty With Less' recipe and shopping list features include overcomplicated elements</li><li>Tasty With Less has weak information architecture</li><li>Tasty With Less uses buttons and icons that are not clearly labeled or easy to understand</li></ul>
<b>9. Opportunities</b> (List) <p>Some opportunities we identified include:</p> <ul style="list-style-type: none"><li>Optimize the app and website for accessibility by including, at minimum: robust images throughout, accessibility-friendly color options, and screen-reader compatibility. We should also offer language translation options, and consider other ways to make our design more equitable.</li><li>Simplify any recipe, shopping, and waste tracking features without reducing the quality or usefulness of the feature</li><li>Be strategic in creating the website and app's information architecture and make sure that it serves user needs</li><li>Clearly label buttons and icons</li><li>Develop a strong brand identity that is consistent between desktop and mobile</li></ul>

## 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 through the course.

Mark as completed