Understand design ideation Conduct competitive audits

- Reading: Learn more about
- competitive audits 30 min

Video: Scope the competition

- Practice Quiz: Test your knowledge on competitive audits 2 questions
- Video: Steps to conduct a
- competitive audit

Video: Limits to competitive audits

- Reading: Steps to conduct a competitive audit
- Practice Quiz: Practice Activity: Create a competitive audit for the
- CoffeeHouse project 1 question Reading: Activity Exemplar: Create a competitive audit for the
- CoffeeHouse project
- Discussion Prompt: Create a competitive audit
- Reading: How to present a competitive audit 15 min
- Video: Use insights from competitive audits to ideate
- Video: Vanessa My journey to UX

Brainstorm design ideas by sketching

Week 4 review Course review

Activity Exemplar: Create a competitive audit for the CoffeeHouse project

Here is a completed exemplar of a competitive audit along with an explanation of how the exemplar fulfills the



expectations for the previous activity.

Open the completed example of the CoffeeHouse competitive audit or view the screenshots below

To see the completed exemplar for this course item, click the link below and select "Use Template." Link to exemplar: **CoffeeHouse competitive audit ...**

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

Google UX Design Certificate - Competitive audit - Coffeehouse - [Example] XLSX File

Competitive audit	Goal: Compare the purchasing experience of each competitor's app as a new user and a returning user.							
	General information							
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
JavaMate	Direct	Canberra, Austraila	Variety of different quality coffees	\$\$	www.javamate.coffee	Large	Working adults	Offers a diverse variety of
BeanTown	Indirect	Sundsvall, Sweden	Rotating selection of high-end coffee	\$\$\$\$	www.freshbrewed.bean	Small	Higher-income clientele who work in the suburbs or from home	Offers a subscription mail- service



To see the completed exemplar for this course item, click the link below and select "Use Template." Link to exemplar: **CoffeeHouse competitive audit report**

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

Google UX Design Certificate - Competitive Audit Report - Coffeehouse - [Example]

1. Competitive audit goal(s)

and is somewhat limited in features.

DOCX File

Compare the purchasing experience of each competitor's app as a new user and a returning

2. Who are your key competitors? (Description) Our key competitors are JavaMate, an international coffee chain, and BeanTown, a subscription mail-order service that sends a monthly supply of roasted coffee beans to

subscribers' homes. JavaMate is a direct competitor to CoffeeHouse, and BeanTown is an indirect competitor to CoffeeHouse. 3. What are the type and quality of competitors' products? (Description) JavaMate has a well-designed app that communicates that it's a tradition-based chain that specializes in all types of coffee and pays close attention to detail. The app has excellent

The BeanTown app is also well-designed, but communicates a more modern, minimalist feel. The design looks impressive, but doesn't always host an intuitive user experience. The BeanTown app makes better use of modern phone features by integrating with fingerprint ID services to facilitate payments and voice assistants to navigate the app. It's available in 23 languages but has no audio feature for visually-impaired users.

payment features, which remember users' payment info, and is accessible to both English and Spanish speakers in written and audio form. However, it focuses on basic functionality

4. How do competitors position themselves in the market?

(Description) JavaMate's positions itself as a traditional coffee brewer with traditional French-inspired decor, a greater variety of coffee and food options to provide for a larger income bracket and palette. However, they are only equipped to serve an English and Spanish-speaking audience.

BeanTown markets itself to customers primarily in the suburbs, who need to drive to reach the nearest coffee shop, and to people who work from home. It mainly targets higher-income clientele who like to drink coffee they can feel good about, but who aren't able to regularly make it to a nearby coffee shop. Its app reflects this: Every part of the customer journey is geared towards getting coffee beans delivered to users' doors.

5. How do competitors talk about themselves? (Description) JavaMate markets itself as a place for working adults to find a moment to relax with a good cup of coffee. It has a focus on tradition and the customer that extends to its app process: It remembers customers' payment information to make their time feel valued.

BeanTown markets itself as a zippy startup that provides modern solutions to modern problems, which is expanding access to good, ethically-sourced coffee to suburban drinkers who can't easily make it to the shop. BeanTown wants to deliver high-quality coffee to your door, and its simple, streamlined, and technology-integrated app reflects this.

6. Competitors' strengths (List)

- JavaMate's strengths include:
- Using its visual design to communicate its company ethos Remembering users' payment information
- Offering full menus in more than one language Offering audio availability
- BeanTown's strengths include:
- Using its visual design to communicate its company ethos Integrating modern phone technology like fingerprint recognition and voice

Offering menu availability in 23 languages

- 7. Competitors' weaknesses (List) JavaMate's weaknesses include:
- Not expanding its language options Not making better use of modern phone technology like fingerprint recognition and
- Not remembering users' preferred orders
- BeanTown's weaknesses include:
- Not remembering users' payment information and preferred orders Not offering audio versions of its menu

8. Gaps (List) Some gaps we identified include:

- Both JavaMate and BeanTown don't remember past orders and user favorites JavaMate doesn't offer any rewards or perks for returning users

9. Opportunities (List)

- Some opportunities we identified include:
- Provide quick and easy way to reorder past orders Provide rewards or perks for returning users

Assessment of exemplar

The example scenario above is from a competitive audit that was completed for CoffeeHouse. The exemplar includes the following actions:

1. Outlining the goals for the competitive audit

In order to learn how to make the coffee app, the overall goal was to: Compare the purchasing experience of each competitor's app as a new user and a returning user. 2. Creating a list of competitors

First, an online search for CoffeeHouse's product, coffee, was completed. This helped determine who the competitors were. Then, the competitors were added to the spreadsheet which was downloaded at the beginning of the audit.

For our example, two competitors that might have been found during through online research were identified:

• JavaMate, a coffee chain that features a variety of fresh-brewed coffee and specialty drinks. JavaMate is a direct competitor of CoffeeHouse.

• **BeanTown**, a subscription mail-order service that sends a monthly supply of roasted coffee beans to subscribers' homes. BeanTown is an indirect competitor to CoffeeHouse.

3. Research The research started with downloading and using each competitor's app. Then, the details about the app were entered

4. Analyzing and summarizing the findings

in the competitive audit comparison spreadsheet.

The information in the spreadsheet was analyzed for trends and themes. To summarize the findings, the competitive audit report template in the instructions was used. In the report, the following points are addressed:

CoffeeHouse's key competitors

- The products that CoffeeHouse's competitors offered How CoffeeHouse's competitors position themselves in the market
- What CoffeeHouse's competition does well and what they could do better
- How CoffeeHouse's competitors describe themselves Strengths and weaknesses of CoffeeHouse's competitors
- Gaps in CoffeeHouse's competitor's products Opportunities for CoffeeHouse to stand out

Keep in mind this is a very simple report, with only two competitor businesses. Your report may be longer and more detailed than this example.

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: • Identify three to six key competitors, complete with "direct" and "indirect" designations?
- Have a clear competitive audit goal at the top? Review the products that the competitors have to offer?
- Have three to six features for comparing the businesses, based on the competitive audit goal?
- Have an analysis of trends among competitors? • Comment on how your competitors position themselves in the market?
- Examine what the competition does 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? If so, congratulations! If not, consider going back to make sure you fulfill all the criteria.

Mark as completed