***Empathise / Define:***

***Competitor Analysis and Adopt a Competitor Workshop***

To develop an innovative idea, it is best to research users with ‘leading edge lifestyles’ - early adopters, digital natives – for Internet of Things apps, nomads who are always on, dependent upon a supporting infrastructure to operate effectively.

**a) Competitor Analysis**

**Review Personal and Ubiquitous Computing technology and apps that might help you rendezvous better. What are their relative strengths and weaknesses in terms of features, usage, and experience? Which ones are leading?**

Select ‘Competitors’

Try ‘top 10’ or ‘best ....’

Direct –same need satisfied same way

Indirect –same need satisfied different way

Sources

Self –Inspection and auto-ethnography (live with it yourself)

Customer Forums -feedback channels, discussion boards;

Focus Groups

Professional Reviews –remember to focus on Ux–UI features & user insights (advantages and disadvantages)

Create matrix –enter row headers in excel

Template –.xlsx on Box

Examples

https://content.xtensio.com/folio/2dxqxmyf?\_ga=2.247537856.638414359.1549532851-2116917308.1539008123•https://content.xtensio.com/folio/ijyvv78t?\_ga=2.211174610.638414359.1549532851-2116917308.1539008123

**B) Auto ethnography**

**Select a gadget that could, in principle, help you with some aspect of the rendezvous** you do.  Something new and innovative to help you adopt a ‘early adopter lifestyle’ - that way you can actually get ahead of the competition to discover something genuinely new. Perhaps the ‘market leader’, if it is relevant and appealing to you.

Acquire this new technology (buy, borrow, or free), and learn how to make it part of your life.  As you learn to live with it, develop a view of how your usage and conduct changed.  For example, I might write about online music streaming, and how I always use it when travelling by tube.

Try reflecting on these questions:

At the outset, what triggered your adoption of this product?

How did you expect you would use it?

Did your perception of the product change/did you learn things about its functionality or other attributes?

Did you use the product in unanticipated ways?

Did you change your habits to use the product?

Did you encounter any obstacles which hampered your adoption of the product?

Did you have important questions or uncertainties about the product?

Write down some short anecdotes about your adoption of the product that reveal the reasons for the product’s success or failure as an interactive experience.  I might write some anecdotes about how an ipod let me as a busy parent find the opportunity to listen to music, and some of the unexpected places and occasions I considered ‘OK’ to listen to music.

Please use .ppt to document your stories – I hope this encourages you to include images that ‘show’ events and situations, as well as text.

**Update Competitor Analysis**

Collect your 3 .ppt files – participant, organiser and early adopter.  Do they support design for innovation i.e. are they provocative, representative and personal?

Update your competitor analysis with summarise of your own ‘auto-ethnography’ research?

Tasks A: Look into current apps and what they deliver within the app