

Day 3



Agenda

- ▷ Competitive analysis
- ▷ Conduct user interview
- ▷ Summarize user interview

Competitive Analysis

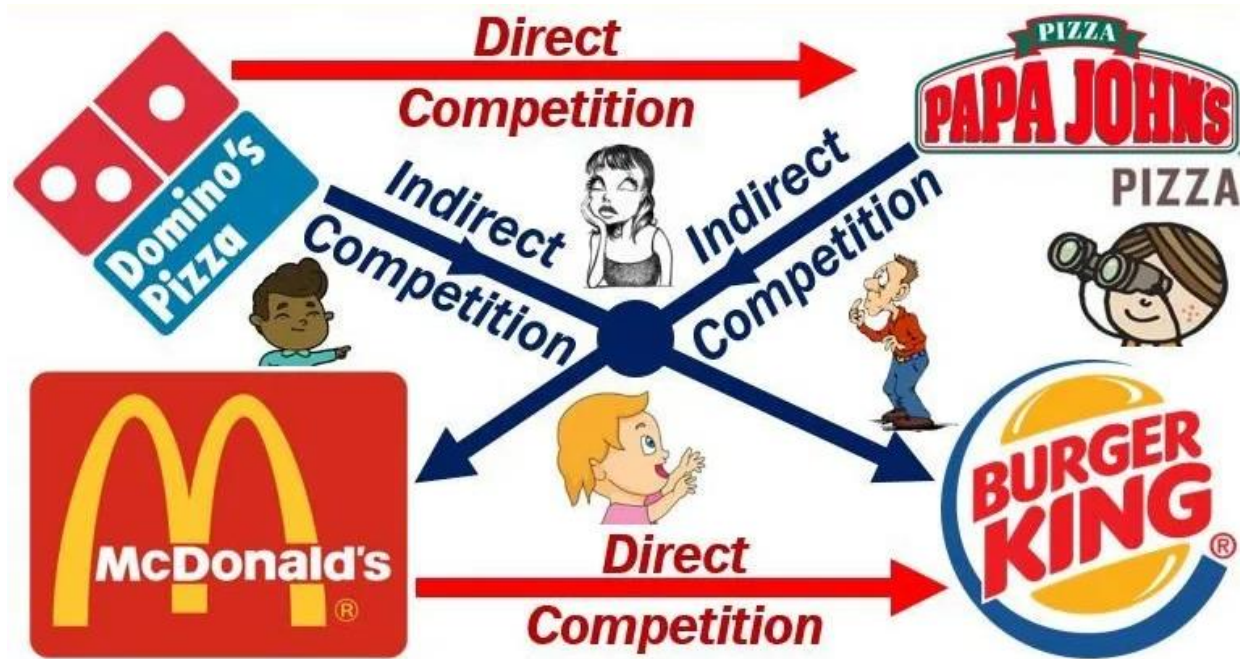
What is competitive analysis?

- ▶ Competitive analysis is the process of identifying businesses that offer similar products or services to yours and evaluating them based on a set of predetermined business criteria.

Direct & indirect competitors (1)

- ▷ Direct competitors make the same products/services and target the same group of customers.
- ▷ Indirect competitors make different products/services but target the same customers.

Direct & indirect competitors (2)



Competitive analysis approaches

- ▷ Pros & Cons
- ▷ Task analysis
- ▷ Feature inventory

Pros & Cons

- ▷ An informal structure for analysis where designers note **what is being done well** and **what could be improved** by various competitors.



RecycleNation



iRecycle

Our product (if any)

	RecycleNation	iRecycle	Our product (if any)
Pros	<ul style="list-style-type: none">• Offered a way to log your recycling• Interesting tips and articles• Nice icons	<ul style="list-style-type: none">• Fun home screen• Clear navigation• Text alerts about local recycling events	
Cons	<ul style="list-style-type: none">• Confusing home screen• Tips were very depressing and negative	<ul style="list-style-type: none">• Could not test search function: kept getting errors• Dated look and feel	




Task analysis

- ▷ Deconstruct a task **step by step** to glean insights on how to improve the user experience.

Task: Order a product on Shopee	
1	Select the Shopee app on smartphone.
2	Use the search feature to locate the product.
3	Add product to shopping cart.
4	Select a saved address to ship to (or enter a new address).
5	Select payment method (or enter a new method).
6	Place order.

Feature inventory

- ▶ Particularly **common structure** for competitive analysis.
- ▶ It shows which **features** each company offers and which they do not.

				Our product (if any)
Content filtering	✓	✓		
Link sharing		✓	✓	
Event related feature		✓	✓	
Business related ads	✓	✓		
Analyze competitors	✓			

Assignment: Competitive analysis

▷ Objective

- To be able to analyze and create the feature inventory of the competitors.





▷ Instructions

- List **at least 2 direct/indirect competitors** of your product.
- Analyze your competitors by creating the feature inventory of their products and your final project.
- Fill the information in your worksheet.



Competitive analysis (example)



Feature	 Google Lens (1B+)	 Photo Search (1M+)	 RIMG (100K+)	 Reverse Image Search (50K+)	Our App
Use image from camera and photo album	✓	✓	✓	✓	✓
Use AI to summarize information					✓
Show Web links for more information	✓	✓	✓	✓	
Show origin/history			✓		✓
Show related news	✓	✓		✓	✓
Support shopping	✓	✓	✓	✓	✓
Show min, max, current price					✓
Show similar images	✓	✓	✓	✓	✓
Show related VDOs	✓	✓		✓	✓

Assignment: Competitive analysis



Grading Criteria

- 0 = Blank
- 1 = Incomplete, some field(s) is/are missing or number of competitors is less than 2
- 2 = List 2 competitors and their features are analyzed.
- 3 = List 2 or more competitors, their features and student's proposed features are analyzed.



Competitive analysis

Feature	Name of competitor 1	Name of competitor 2	Our App

Prepare for user interview

Tips for good interview

- ▷ Record it; Make sure you ask if you can record it
- ▷ Start with “How’s your day been? What are three things you’ve done today?”
- ▷ Listen at least twice as much as you speak
- ▷ Use the 5 Whys
- ▷ Keep them talking
 - “Tell me more about...”
 - “What do you mean by...”
 - “Help me understand better...”
- ▷ Organize files directly after interview
- ▷ Write down your 3 biggest insights directly after the interview

Assignment: User interview

▶ Objective

- Collect information from 3 users by conducting the user interview.

▶ Instructions

- Pair with the same team as in Day 2.
- Use the interview script and questions you prepared last time to **interview 3 users**.
- The **first user** must be from the other team in Day 2.
- **Other 2 users** can be any other people who have the same problem in your topic.
- Fill the information in your worksheet (Day 2).
- **After 30 minutes, switch the role and conduct the interview.**

Assignment: User interview



Grading Criteria

- 0 = Blank
- 1 = Interview less than 3 users or the form is incomplete.
- 2 = Interview 3 users, the form is complete, 3 insights and other useful information are not clearly identified.
- 3 = Interview 3 users, the form is complete, 3 insights and other useful information are clearly identified.

Summarize user interview

Assignment: Summarize user interview

▶ Objective

- To summarize the information collected from the user interview.

▶ Instructions

- Review the information collected from the user interview to see if users' pain points and insights are clear to you.
- If you can't see any pain points or insights, you must revise your questions and conduct more user interview until the pain points and insights are clear to you.
- Then, summarize the information in your worksheet (Day 2).
- This information will be used in the next class.

Homework: Register Figma account

Homework

▷ Objective

- To be ready for the activities in the next class.

▷ Instructions

- Register a Figma account on <https://www.figma.com/> by using your student email, for example u6712345@au.edu.
- Then, verify your education status.
- Visit <https://help.figma.com/hc/en-us/articles/360041061214-Verify-education-status> for more information and instructions.



End