

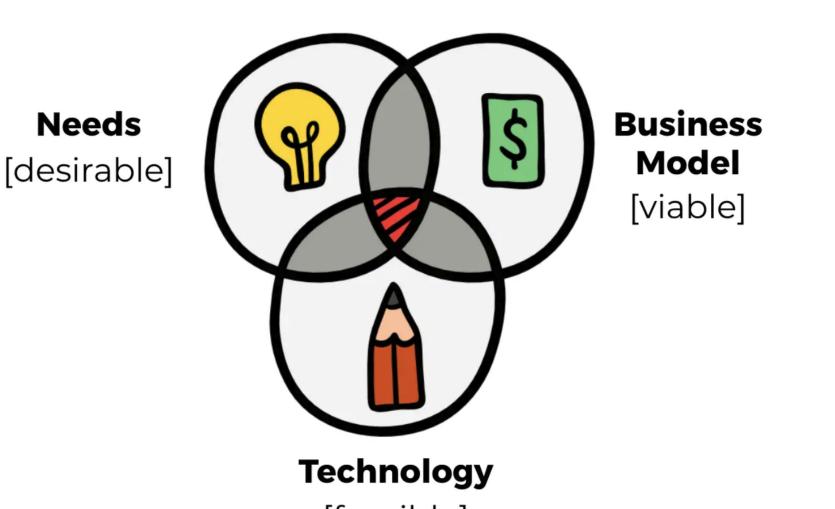
Competitor Analysis

This guideline helps you to build your visual appearance of your project. (based on figma's brand guidelines template)

Template, DIU - Competitor analysis (30/01/2023) https://mgea.github.io/UX-DIU-Checklist/index.html

How to use the template

- Start identifying competitors: name, logo and information (choose good competitors using different motivations)
- Select features to be analyzed using different criteria



Check and rate features on competitors (yes/no/Maybe...). Try to be clear and objective

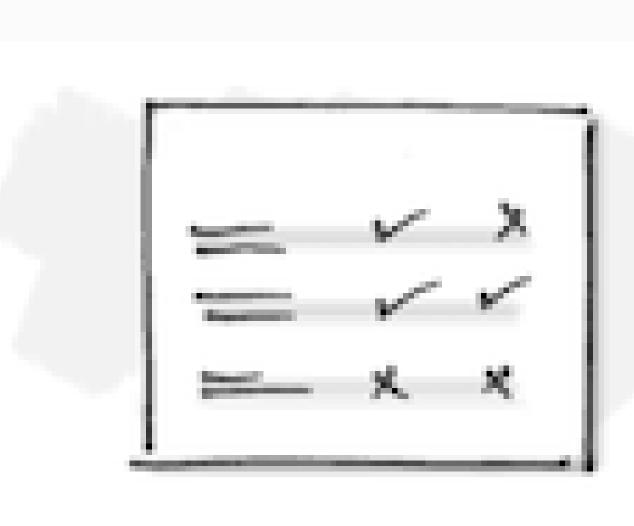




- You can add Post-it notes (or comments) to be more precise in your analysis.
- Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.



- Jason Withrow (2006) Competitive Analysis:
 Understanding the Market Context, boxes and arrows. http://boxesandarrows.com/
 competitive-analysis-understanding-the-market-context/
 - UXplanet (2020) Top Things to Know About UX
 Competitive Analysis https://uxplanet.org/top-things-to-know-about-ux-competitive-analysis-d91689fd8b36
 - Templates: https://blog.hubspot.com/marketing/
 competitive-analysis-kit
 - Resources: https://github.com/mgea/DIU





Free-tours granada

Website: https://freetourgranada.com/



Tablao flamenco

Website: https:// alboreaflamenco.com/



Taller de artesanía

Website:https://artesanianazari.es/

Business Model		
Registro		
Precio		
Piecio		
Factura		
Technological Issues		
Ayuda en línea		
FAQ		
Datos de contacto		
Functionalyty & Use		
FullCtionaryty & OSE		
Página principal		
Idiomas		
Idiomas Reseñas		
Reseñas		
Reseñas		
Reseñas		
Reseñas		
Reseñas Otros Seguridad Proceso de reserva propio		
Reseñas Otros Seguridad		
Reseñas Otros Seguridad Proceso de reserva propio		

Subjective issues

Strength
Weakness
Conclusions

Valoración Final

Buena ayuda al usuario

No tener registro

18/36 (50%)

Es correcta pero no sobresale en nada

Interfaz de usuario vistosa

Carece de ayuda al usuario

Amplia gama de funcionalidades

20/36 (55%)

Gran cantidad de idiomas

Mal rendimiento

Interfaz de usuario básica

13/36 (36%)

Leyenda del sistema de puntuación: tic(verde) 3 puntos, cara(amarilla) 1 punto, cruz (roja) 0 puntos