

## **Competitor Analysis**

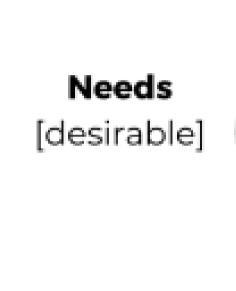
This guideline helps you to build your visual appearance of your project. (based on figma's brand guidelines template)

Template DILL - Competitor analysis (30/01/202)

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





Technology

[feasible]

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





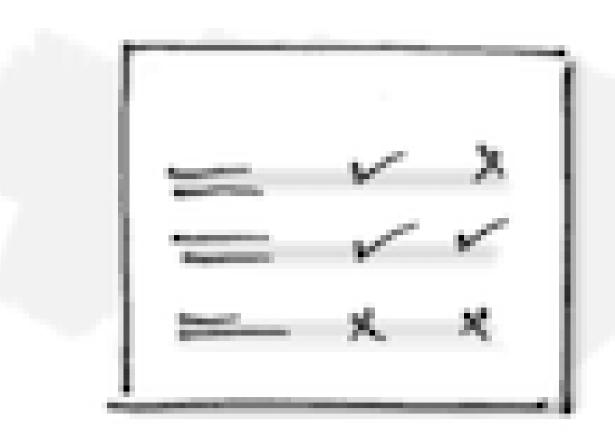
- You can add Post-it notes (or comments) to be more precise in your analysis.
- Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.



#### + Info

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

Competitor Analysis





# Free-tours granada

Website: https://freetourgranada.com/



## Tablao flamenco

Website: https:// alboreaflamenco.com/



### Taller de artesanía

Website:https://artesanianazari.es/

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

Subjective issues

Strength

Weakness

Conclusions

Rendimiento

Buena ayuda al usuario

No tener registro

Es correcta pero no sobresale en nada

Interfaz de usuario vistosa

Carece de ayuda al usuario

Amplia gama de funcionalidades

Gran cantidad de idiomas

Mal rendimiento

Interfaz de usuario básica