

# Human Computer Interaction



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This week – 17 & 19 January

Monday 17th January

TEAMS - 4, 17, 28

**Wednesday 19th January**

TEAMS - 13, 35, 48

Next week – 24 & 29 January

**Monday 24th January**

TEAMS - 2, 31, 52

**Saturday 29th January**

TEAMS - 15, 22, 41

Agenda – 19 January

# *Competitor Analysis*

## Competitor Analysis

- ◆ Why
- ◆ Benefits and Limitations
- ◆ How to

## Competitor Analysis – Why?

- Understand where your product/service stands in the market
- Strengths and weaknesses of your competition
- Inform the design process

## Competitor Analysis – Benefits and Limitations

### Benefits

- Identify market gaps
- Design services differently

### Limitations

- Cannot show you how to innovate
- Limited by reviewer abilities

## Competitor Analysis – How to?

- Identify your goals
- Identify your competition
- Identify commonalities amongst competitors
- Define your assessment criteria

The image displays four mobile application interfaces for car insurance services:

- AVIVA Motor insurance quote:** Features a progress bar with steps 1-6. Step 1 is active. Below the bar, it says "We're the only car insurer to share our customer claims reviews on our website". A link "Already have a quote? Retrieve it here" is present. The "About you" section asks "What type of quote would you like?" with two options: "I would like a quote for one vehicle" (selected) and "I would like a quote for more than one vehicle". At the bottom, there are radio buttons for "Mr", "Mrs", and "Miss".
- Details Motor / Driver:** A form for vehicle details. Fields include "Manufacturer" (Audi), "Date first Traffic" (01/2010), and "Model" (A4 1.8 16v TFSi (Comfort)). A search bar is visible below the model field.
- Policy Info:** A form for policy details. Fields include "Policy start date" (30/05/2015), "Coverage" (Comprehensive), "What's your email address?" (david.doe@example.com), "Looks like you're new here? Please create a password: (min 6 characters)", "Confirm your password:", "Choose a security question:", "Please select a security question", and "And your answer to that question?".
- the zebra:** A promotional screen for car insurance quotes. It says "Get 10 car insurance quotes in 10 seconds, free." and features a series of dropdown menus for "10001", "2011", "BMW", and "M3". A "Let's Go" button is at the bottom. A "Live Agent" button is also visible.



## Features, functionality and gaps

- Assessing competitor services/products to see how they design for their users
- Decide what it is you want to find out about your competitors (choose 3)
  - Features, Functionality, Identify Gaps
- **Direct** – solve the same problem and have the same key functions and users
- **Indirect** – different users or different service/product offering with some overlap
- Conducting your competitor analysis
  - Brief summary of the goal of product and your findings
  - List list of high-level takeaways
  - Specific notable findings
  - List of recommendations

## Competitive Analysis - example

### Finding a ride

The Uber logo, consisting of the word "Uber" in a bold, black, sans-serif font.








- Description – goal and mission
- Visual design - what are the elements
- Content presentation - what information is displayed
- Navigation - How do people access information
- Search - What kind of search interface is used
- Social media - integration with social media
- Membership - Y/N
- E-commerce - Y/N, payment walkthrough
- Usability - Overall assessment

### Example

## Competitive Analysis - example

Feature/Company	Our Product	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Strengths	Faster performance due to new technology	Seamless onboarding experience, great design	Uses social media to their advantage	Great design, usability	Emphasizes security
Weaknesses	Not much social media presence	Not much interaction with customers	Documents hard to navigate	Sporadic social media presence	Language is formal, not user-friendly
Pricing	\$800 per month	\$800 per month	\$900 per month	\$850 a month	\$950 a month
Social media	Twitter, Instagram	Blog posts, Twitter	Blog posts, Instagram	Blog posts, Instagram, Twitter	Blog posts
Onboarding experience	Moderate number of steps to sign up	Smooth instructions	Not much support after first step	Seamless, very few steps involved	Moderate number of steps

## Competitive Analysis - example

Evaluation		#1: Landing Page > Enter Zip code > List available Restaurants > Select a choice > List food items > Select a choice > Enter details > Confirm and Wait					
UX/UI							
Design	Ok	Poor	Great	Great	Good	Ok	Poor
Images	Poor	Poor	--	Great	--	Poor	Poor
S-Results	Poor	Poor	--	Great	Great	Poor	Poor
Filters	Ok	Poor	--	--	--	Poor	Ok
Sorting	--	--	--	--	--	Poor	Poor
In-Search	--	--	--	Great	--	--	--
Order Sum"	Ok	Ok	--	Great	Great	Ok	Ok
Add more	--	--	--	--	--	--	--
About	--	--	--	--	--	--	Poor
Reviews	Ok	Ok	--	--	--	--	Ok
OA: Ease	3/5	3/5	1/5	4.5/5	4/5	2/5	3/5
<b>Dev</b>							
Load Time	5/5	1/5	5/5	5/5	5/5	4/5	5/5
Responsive	--	Yes	--	Yes	Yes	Yes	Yes

## Competitive Analysis - example

**For each competitor**



**Name**  
**Web address/  
app/location**



**Platforms  
where they  
exist**

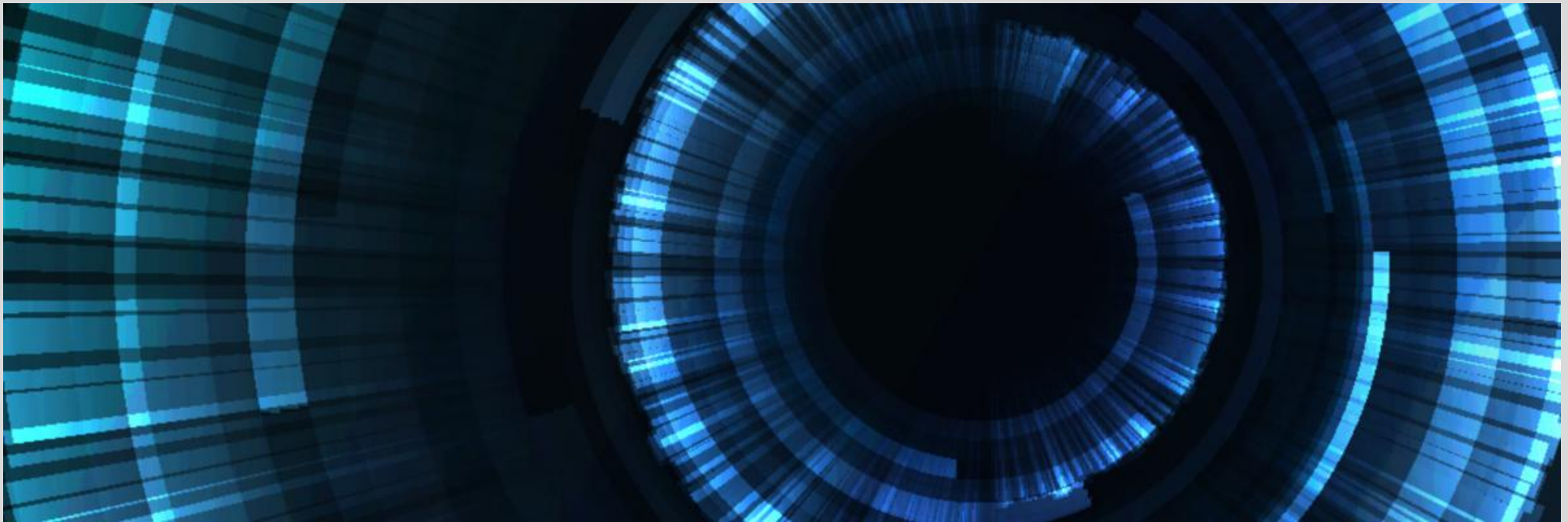


**Three  
key facts**

## Competitor Analysis – Assessment criteria

- **Description** – goal and mission
- **Visual design** – what are the elements
- **Content presentation** – what information is displayed
- **Navigation** – how do people access information
- **Search** – what kind of search interface is used
- **Social media** – integration with social media
- **Membership** – Y/N
- **E-commerce** – Y/N, interface, check out method
- **Usability** – overall assessment

# Human Computer Interaction



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