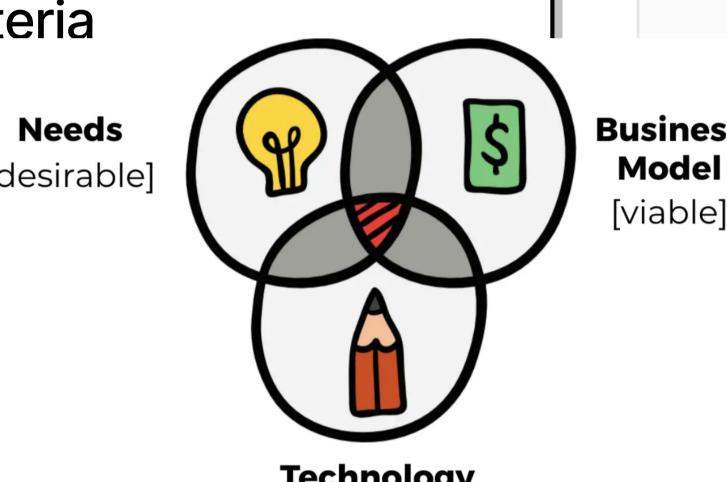


This guideline helps you to build your visual appearance of your project. (based on figma's brand guidelines template) Template, DIU - Competitor analysis (30/01/2023) https://mgea.github.io/UX-DIU-Checklist/index.html

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

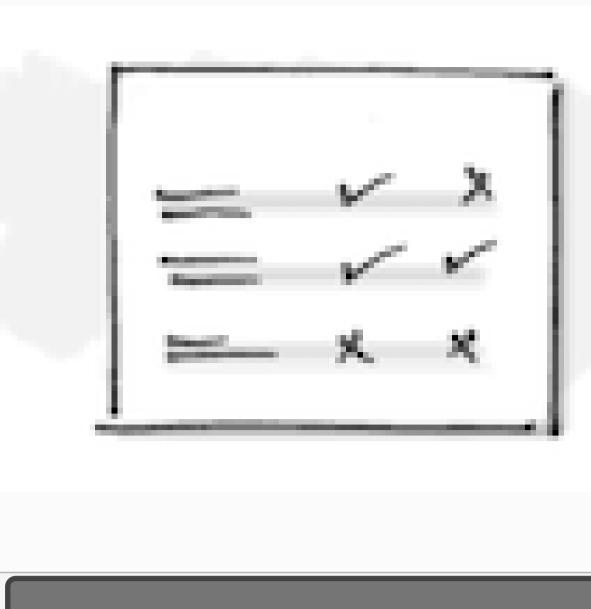




- You can add Post-it notes (or comments) to be more precise in your analysis.
- Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.



- Jason Withrow (2006) Competitive Analysis: Understanding the Market Context, boxes and arrows. http://boxesandarrows.com/ competitive-analysis-understanding-themarket-context/
- UXplanet (2020) Top Things to Know About UX Competitive Analysis https://uxplanet.org/top- things-to-know-about-ux-competitive-analysisd91689fd8b36



rılsaeduca

Cocinando Experiencias Únicas

Short Bio Website: https://pilsaeduca.com/



Short Bio events-and-teambuilding/



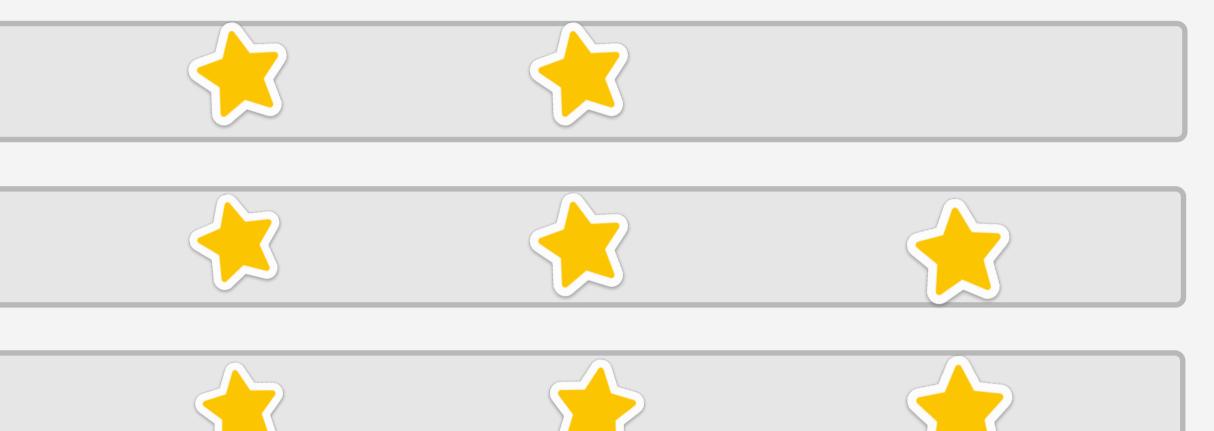
Short Bio Website: https://www.ficzone.com/ talleres-gastronomicos/

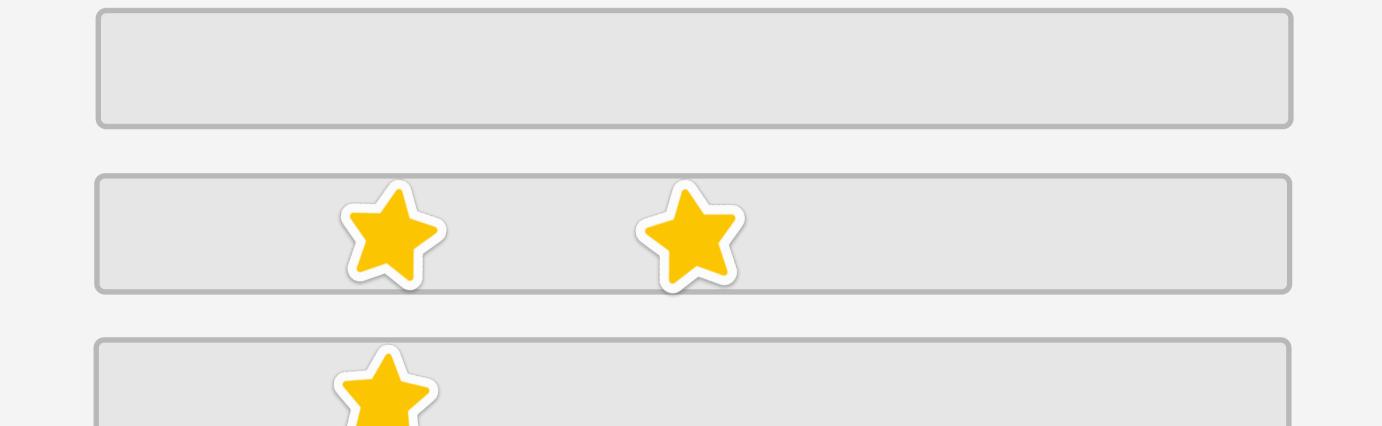
Modelo de negocio

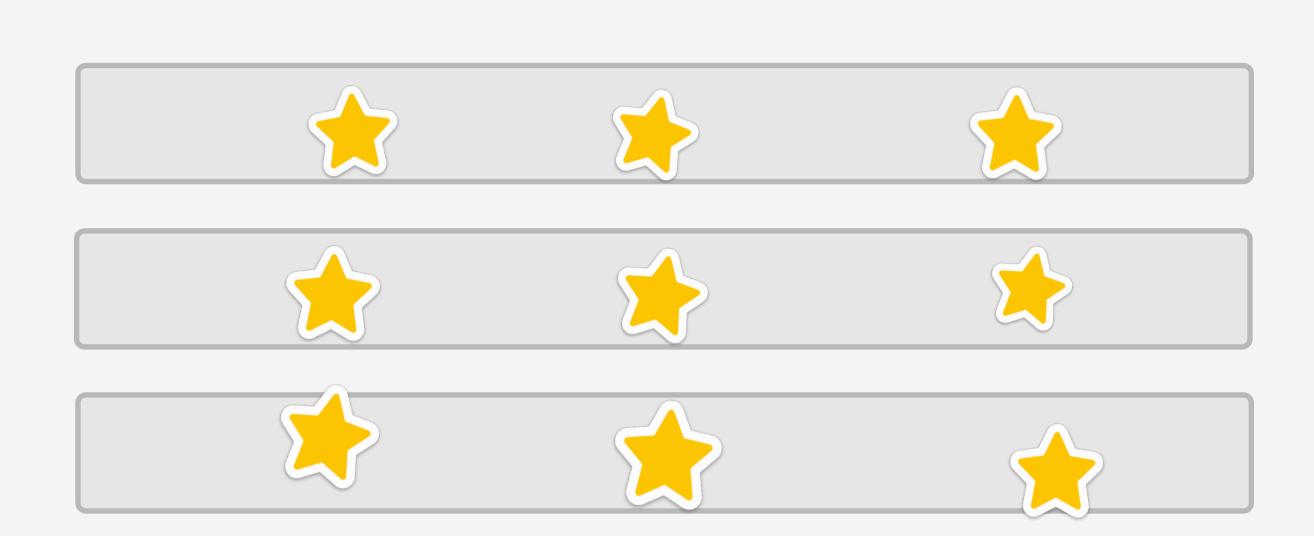
Precio/Suscripción

Productos/actividades ofertados

Marketing





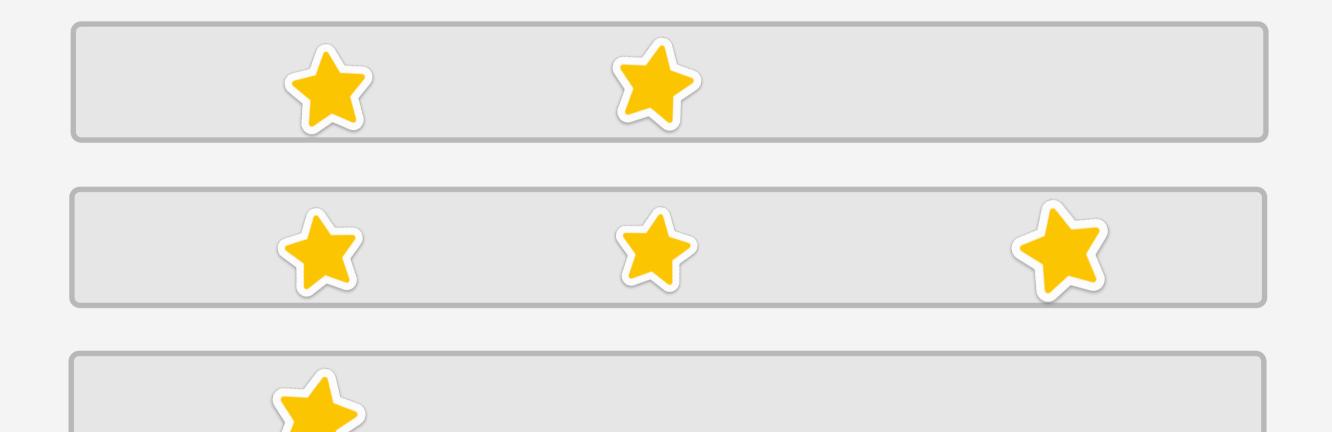


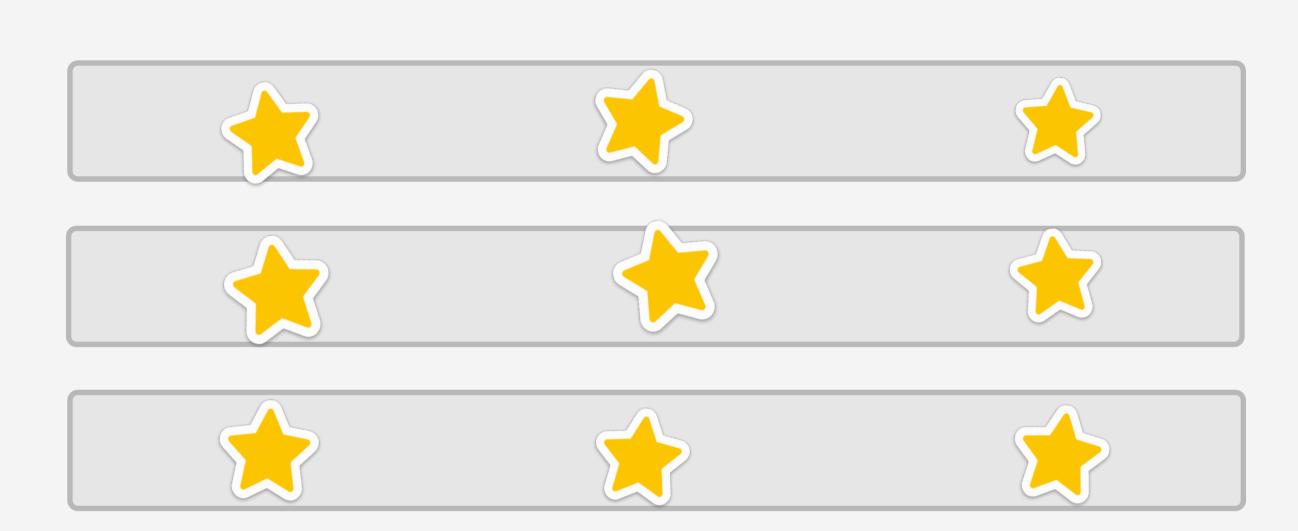
Fluidez de la página

Seguridad

Facilidad a la hora de comprar







Funcionabilidad y uso

Claridad

Presencia en redes sociales

Videos explicativos





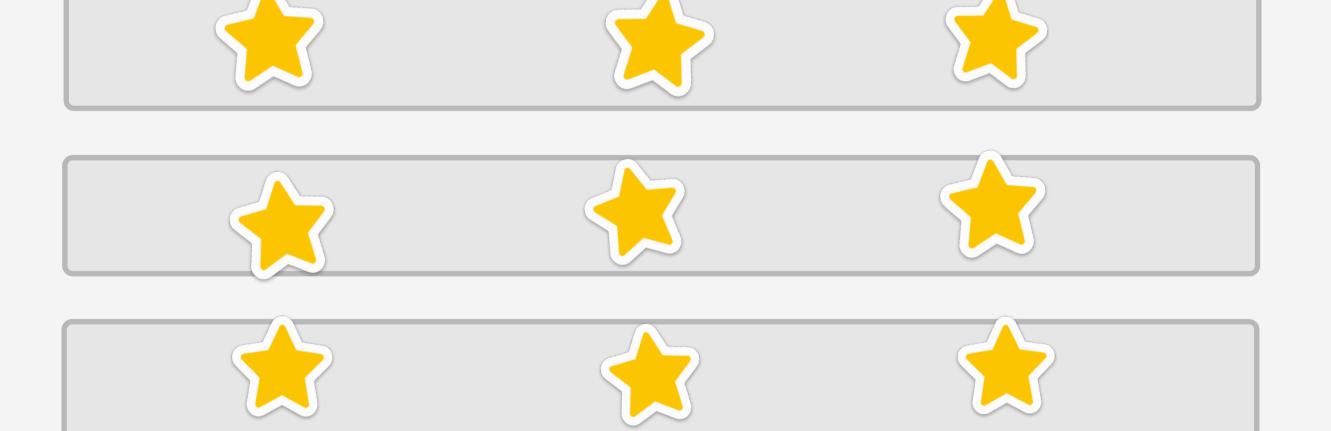


Usabilidad

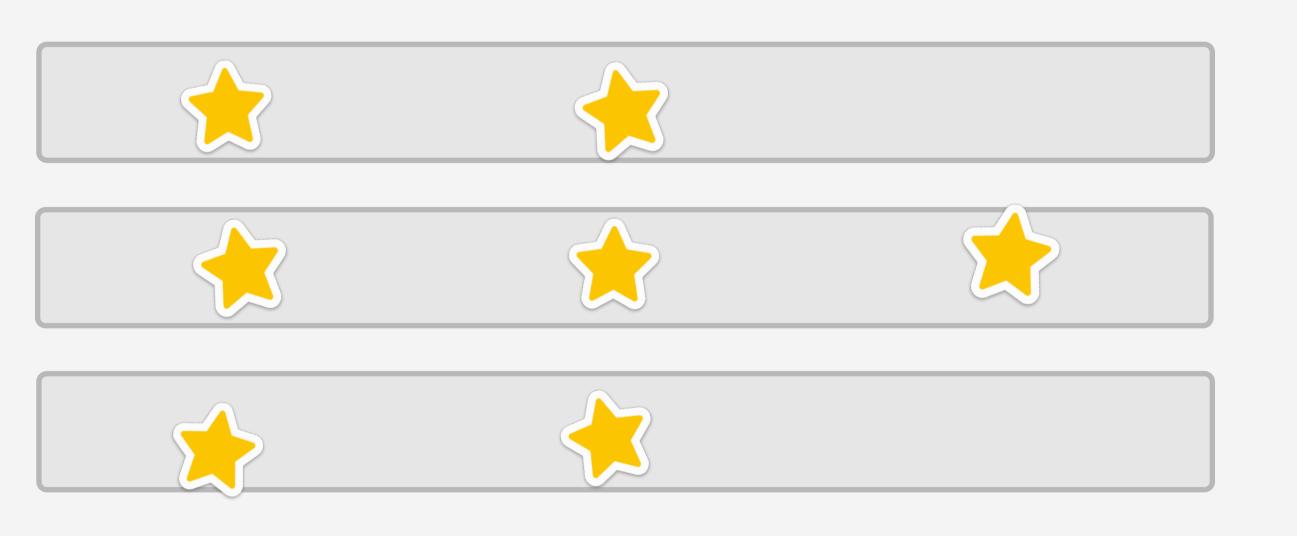
Diseño

Funcionalidad en diferentes dispositivos

Información proporcionada







Resumen

Strength

Weakness

Conclusions

