

COMPETITIVE ANALYSIS

Wellington Moreno

Lead iOS Instructor, General Assembly



LESSON

LEARNING OBJECTIVES

- + Define Competitive Comparison Analysis**
- + Recall why C&C is important**
- + Identify multiple kinds of C&C Analysis**

LESSON

WHY WE DO IT

KNOW YOURSELF

**KNOW YOUR
COMPETITION**

**HOW ARE YOU
DIFFERENT**

LESSON

WHAT IT LOOKS LIKE

BASIC FORMAT

		Competitors		
Comparison Criteria				

FEATURE COMPARISON

	Facebook	Twitter	LinkedIn
Broadcast	YES	YES	YES
Private messaging	YES	YES	YES
Introduction request	NO	NO	YES

FEATURE COMPARISON

	Facebook	Twitter	LinkedIn
Broadcast	YES	YES	YES
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LESSON

YOU TRY IT

PRACTICE



20 mins

DIRECTIONS

Create a C&C for:

- + Uber
- + Lyft
- + Car Ownership
- + Public Transportation

DELIVERABLE

A C&C chart for the available options

COMPETITIVE ANALYSIS IS

an assessment of the strengths and weaknesses of current and potential competitors.

IN OTHER WORDS...

A way of comparing more detailed than 'better/worse'.

LESSON

OTHER ANGLES

MARKET POSITIONING

	Facebook	Twitter	LinkedIn
Business Model	Advertising	Advertising	Advertising, Freemium
Target Audience	People who went to college before 2012	People who think they have something important to say	Salespeople and recruiters
Homepage Headline	Connect with friends and the world around you on Facebook.	Start a conversation, explore your interests, and be in the know.	Join the world's largest professional network.

HEURISTIC EVALUATION, QUANTITATIVE

	Facebook	Twitter	LinkedIn
Visibility of system status	5	4	3
Match between system and the real world	4	3	5
User control and freedom	5	5	5

HEURISTIC EVALUATION, QUALITATIVE

	Facebook	Twitter	LinkedIn
Visibility of system status	Notifications available instantly; poor error messaging	Indicates new messages at the top of news feed;	Instant notifications; profile strength indicator; loading icons
Match between system and the real world	Uses real names and faces; terminology is straightforward	Terminology such as “hashtag” and “at reply” unfamiliar to new users	Familiar terminology; uses real names and faces
User control and freedom	Difficult to set privacy settings	Difficult to find people	Can’t see third-degree connections without paying

ELEMENT ANALYSIS

	Facebook	Twitter	LinkedIn
Landing page	News Feed	Home (news feed)	Home (news feed)
Primary navigation	My Profile, Edit Profile, News Feed, Messages, Events, Photos, Browse	Home, Connect, Discover, Me	Home, Profile, Network, Jobs, Interests
Footer	About, Create Ad, Create Page, Developers, Careers, Privacy, Cookies, Terms, Help	(None)	(Only on some pages) Help, About, Press, Blog, Careers, Advertising, Talent Solutions, Tools, Mobile, Developers, Publishers, Language, Upgrade Your Account

LESSON

HOW IT HELPS

**STRENGTHEN BRAND
IDENTITY**

**KNOW WHERE YOU FIT
INTO THE MARKET**

BETTER DECISIONS

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LESSON

TAKING IT DEEPER

<https://youtu.be/9GMQh0m-Dqo?t=5m5s>

RESOURCES

- http://www.digital-web.com/articles/competitive_analysis/
- unify.eightshapes.com/uploads/documents/EightShapesUnifySampleCompetitiveAnalysis.pdf
- <http://www.usabilitybok.org/task-analysis>
- <http://www.usability.gov/how-to-and-tools/methods/task-analysis.html>
- <http://www.techopedia.com/definition/25813/use-case>

THANKS!

WELLINGTON MORENO

- + GitHub/Slack: **@SirWellington**
- + Twitter: **@SirWellingtonZ**
- + Email: **wellington.moreno@ga.co**