

COMPETITIVE/ COMPARATIVE ANALYSIS

- Understanding Competitive/Comparative Analyses
- Exercise
- Understanding Task Analysis
- Exercise

- **Define** Competitive/Comparative Analysis
- **Know** when to begin a C+C Analysis and what factors to include
- **Understand** 7 different types of C+C Analyses
- **Define** and **identify** when to do a Task Analysis

C&C ANALYSIS

LET'S OPEN UP A COFFEE SHOP!



WHY DO WE DO COMPARATIVE/COMPETITIVE ANALYSIS?

- Identify standard features and best practices*
- See how others approach design problems
- Identify opportunities to differentiate or innovate
- Avoid reinventing the wheel



	Windows Phone 7	iOS (iPhone)	Android
Developer	Microsoft	Apple	Google
Copy/Paste	✗	✓	✓
Multitasking	✗	✓	✓
Flash Support	✗	✗	✓
Silverlight Support	✗	✗	✗
HTML5 Support	✗	✓	✓
Unified Inbox	✗	✓	✓
Exchange Support	✓	✓	✓
Threaded Email	✗	✓	✓
Visual Voicemail	✗	✓	✓
Video Calling	✗	✓	✓ Third Party App
Universal Search	✗	✓	✓
Internet Tethering	✗	✓	✓
Removable Storage	✗	✗	✓
Facebook Integration	✓	✗ (Third Party App)	✓ (Third Party Integration)
Twitter Integration	✗	✗ (Third Party App)	✓ (Third Party Integration)
Folders	Hubb	✓	✓
Apps Organization	Alphabetical	Customizable	Customizable
App Store	1,000+ Apps	300,000+ Apps	90,000+ Apps
Microsoft Office Support	Built-in	Third Party App	Third Party App
Widgets	Tiles on Home Screen	✗	✓
Media Sync	Zune Software Mac & PC	iTunes Mac & PC	Direct File Transfer + Third Party Software
X-Box Live Integration	Built-in	Via Third Party App	Via Third Party App

BASIC FORMAT

		Competitors		
		Competitor A	Competitor B	Competitor C
Comparison Criteria	Criterion 1			
	Criterion 2			
	Criterion 3			
	Criterion 4			

FEATURE COMPARISON

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

GIVE ME A SIGN



I don't
understand



I kind of
understand



I get it!

DISCUSSION TIME

KEY OBJECTIVE(S)

Create a feature comparison chart of your P1 project.

DELIVERABLE

Feature comparison chart

AGENDA

During workshop time

1. Create a chart that looks like this:

	REI	PATAGONIA
Cart	*	*
Search Functionality	*	*
Featured items	*	*
Social Links	*	*
Credit card	*	

RESOURCES

Pen and paper

TASK ANALYSIS

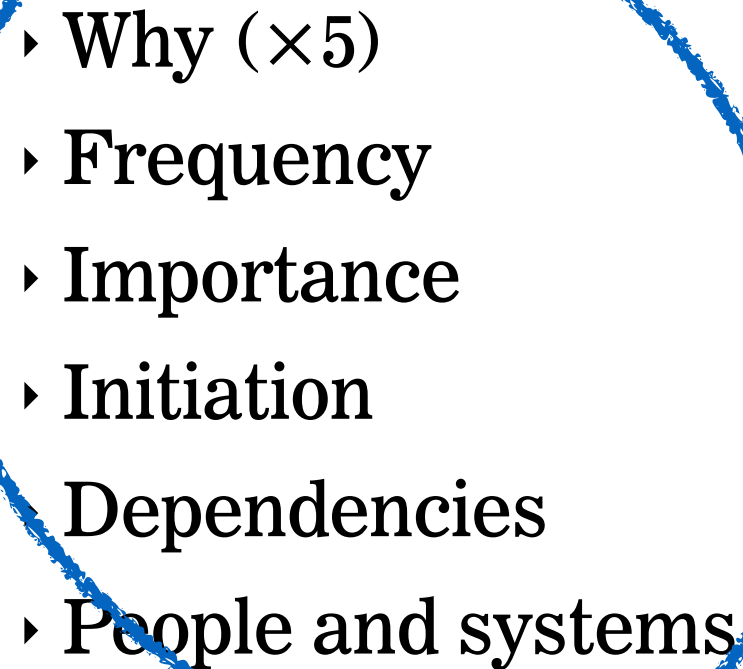
WHY DO WE DO IT?

- Break down complex concepts and processes to:
 - Understand current behavior
 - Optimize current behavior
 - Design for new behavior

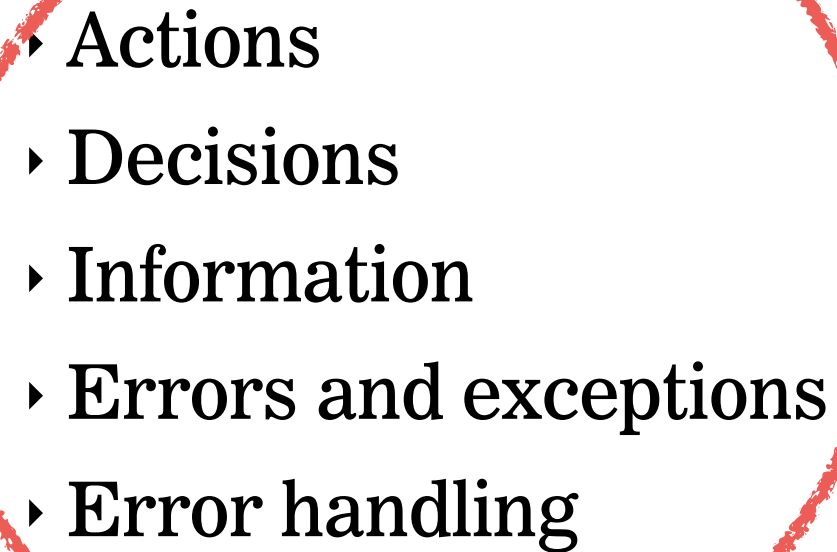
WHAT ARE WE ANALYZING?

- Why (×5)
- Frequency
- Importance
- Initiation
- Dependencies
- People and systems
- Actions
- Decisions
- Information
- Errors and exceptions
- Error handling

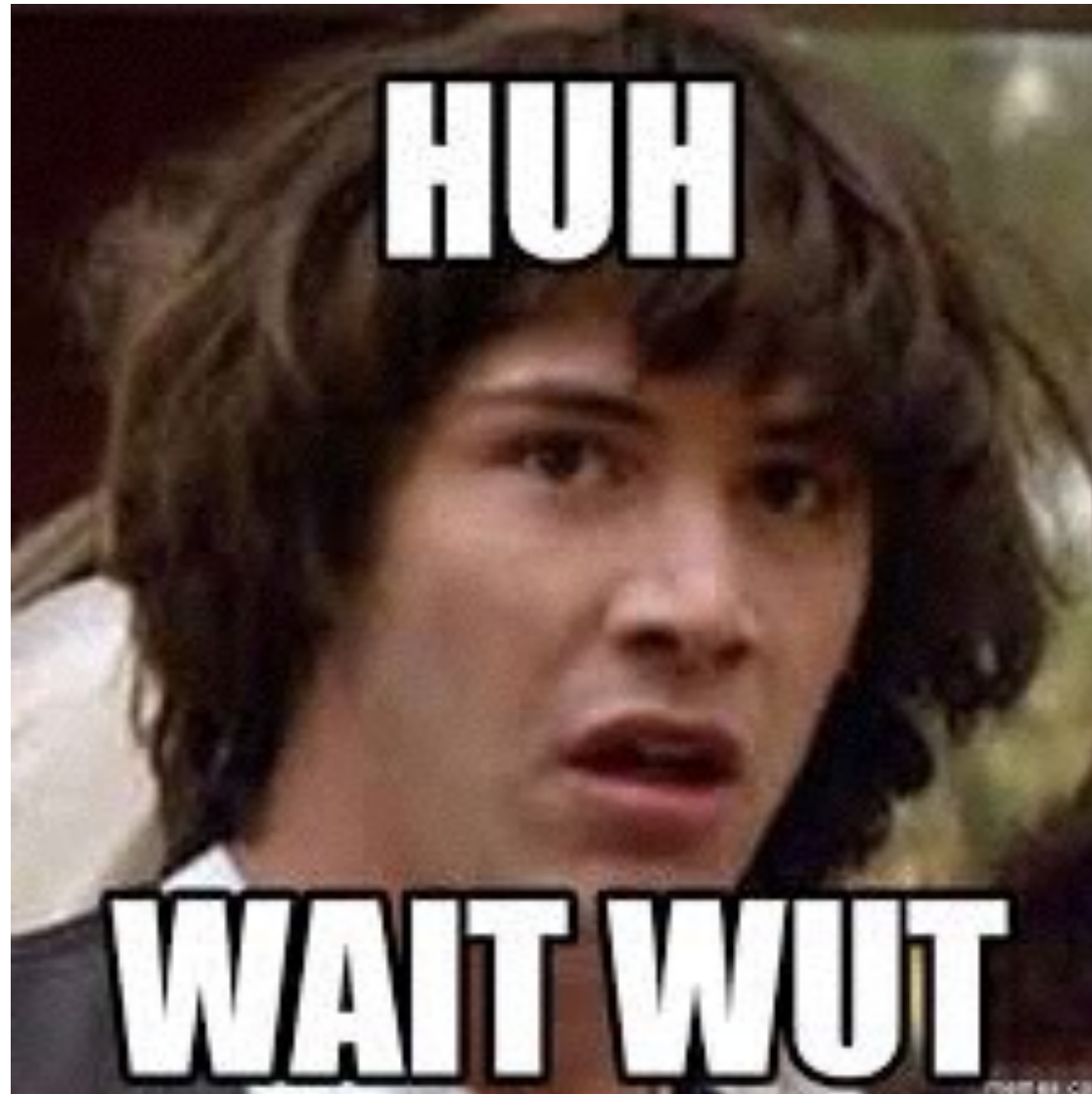
WHAT ARE WE ANALYZING?

- 
- Why (×5)
 - Frequency
 - Importance
 - Initiation
 - Dependencies
 - People and systems

Cognitive

- 
- Actions
 - Decisions
 - Information
 - Errors and exceptions
 - Error handling

Flow



LET'S TRY IT

WHO BRUSHED THEIR TEETH TODAY?

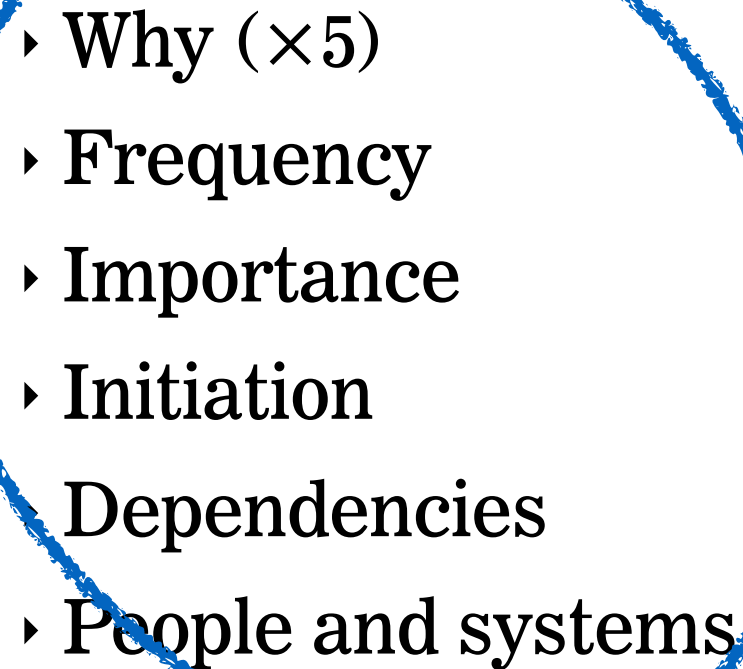


WHAT IT CAN LOOK LIKE

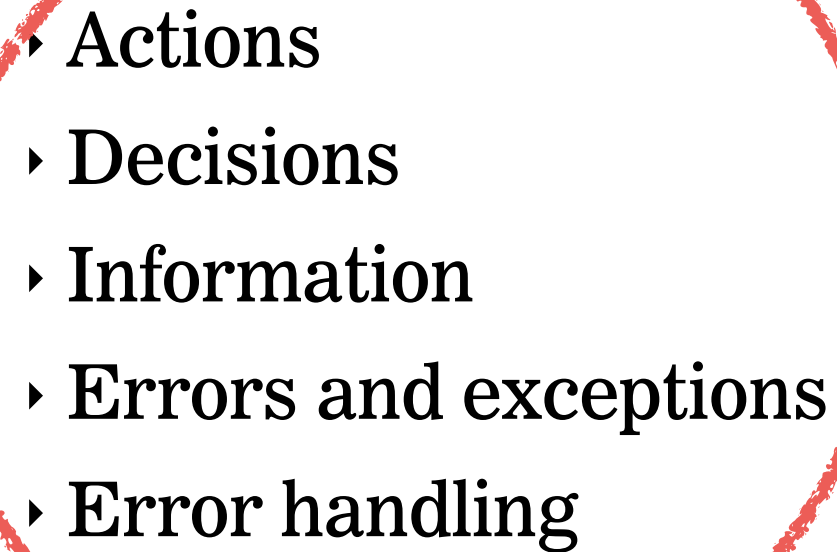
- ☐ User goals, tasks and work environment
- ☐ User errors, breakdowns in the task and workarounds



WHAT ARE WE ANALYZING?

- 
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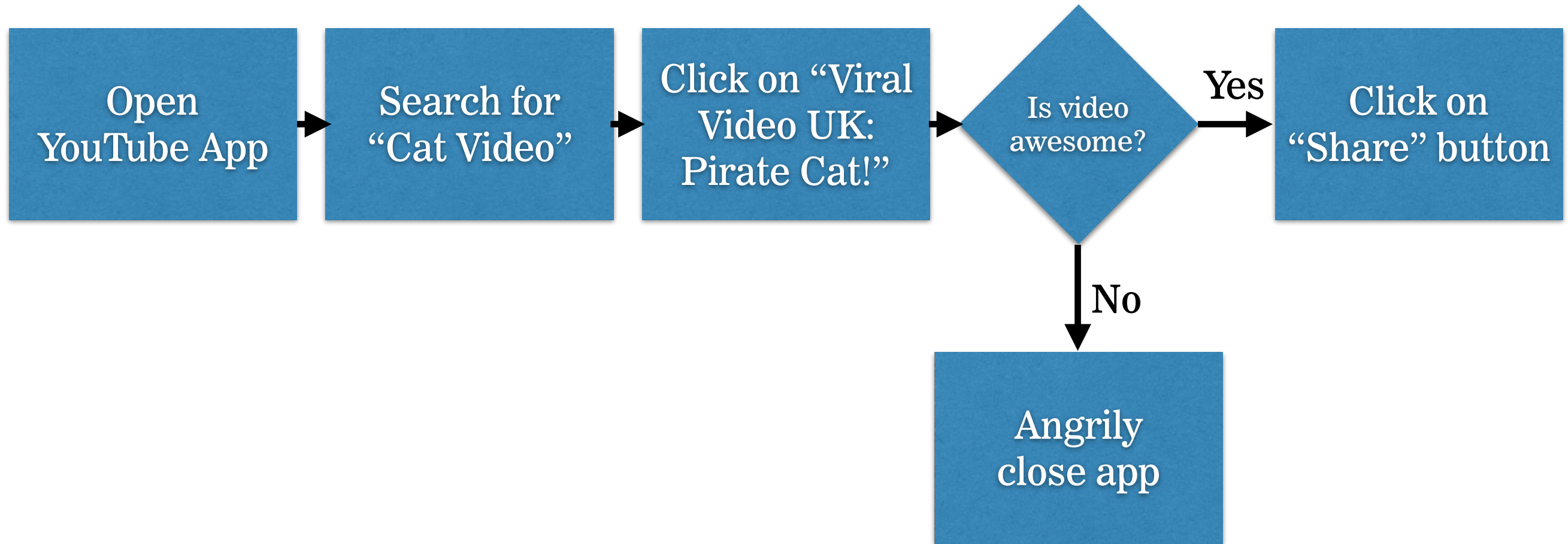
Cognitive

- 
- Actions
 - Decisions
 - Information
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Flow

SOME OF THE OUTPUTS OF A TASK ANALYSIS INCLUDE:

- A detailed description of physical, perceptual, and cognitive activities involved with each task
- Task duration and variability
- Task frequency
- Task sequence
- Task allocation
- Task complexity
- Environmental conditions
- Data and information dependencies
- Tools required for the task
- User skills, education, and training



CHALLENGES WITH TASK ANALYSIS

- How detailed should you be with your analysis?
 - Page level?
 - Element level?
- What is the appropriate level of documentation?

NOW YOU TRY IT

KEY OBJECTIVE(S)

Analyze the task of selecting a flight.



AGENDA

- 10 mins*
 1. Go to aa.com and document the steps and decisions you make to select a flight
- 10 mins*
 2. Go to hipmunk.com and document the steps and decisions you make to select a flight

DELIVERABLE

Two flow narratives/diagrams

RESOURCES

Pen and paper

DISCUSSION TIME

- http://www.digital-web.com/articles/competitive_analysis/
- unify.eightshapes.com/uploads/documents/EightShapesUnifySample.CompetitiveAnalysis.pdf (*copy and paste into browser*)
- <http://www.usabilitybok.org/task-analysis>
- <http://www.usability.gov/how-to-and-tools/methods/task-analysis.html>
- <http://www.humanreliability.com/articles/Task%20Analysis%20Techniques.pdf> (*copy and paste into browser*)
- http://en.wikipedia.org/wiki/Use_case
- <http://www.techopedia.com/definition/25813/use-case>

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

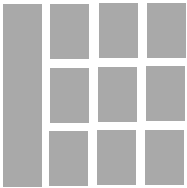

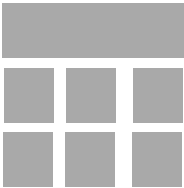
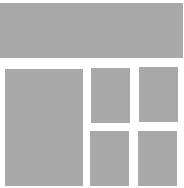
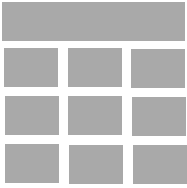
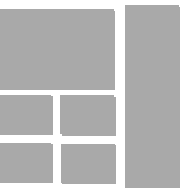
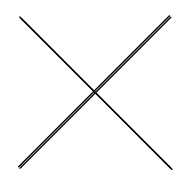
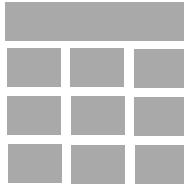
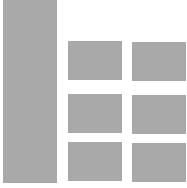

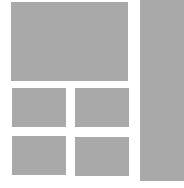
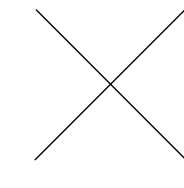
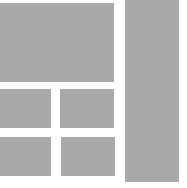
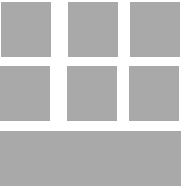

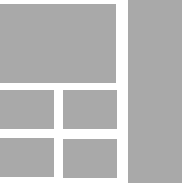
HEURISTIC EVALUATION, QUALITATIVE

	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

LAYOUT COMPARISON

	A	B	C	D
landing page				
section page				
Product Page				
Purchase Complete				

ANOTHER FORMAT

