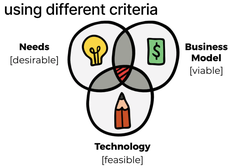
Competitor Analysis

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

1. Start identifying competitors: name, logo and information (choose good competitors using different motivations)
2. Select features to be analyzed using different criteria



3. Check and rate features on competitors (yes/no/Maybe...). Try to be clear and objective
4. You can add Post-it notes (or comments) to be more precise in your analysis.
5. 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. http://boxesandarrows.com/competitive-analysis-understanding-the-market-context/
- UXplanet (2020) Top Things to Know About UX Competitive Analysis https://uxplanet.org/top-things-to-know-about-ux-competitive-analysis-d91689fd8b36
- Templates: https://blog.hubspot.com/marketing/competitive-analysis-kit
- Resources: https://github.com/mgea/DIU

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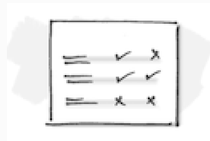

	PilsaEduca	Competitor #2	Competitor #3
	Website: Pilsaeduca.com	Website:https://granadacooking.com/	NO NAME Short Bio Website:
Business Model			
Precio	⭐ 60€-150€	⭐ 60€-150€	
Descuentos	⭐⭐ Escasos descuentos	⭐⭐ Escasos descuentos	
Redes sociales	⭐⭐ Tienen cuentas en varias plataformas	⭐⭐⭐ Tienen cuentas en todas las plataformas	
Technological Issues			
Tiempo de carga	⭐⭐	⭐⭐⭐	
Diseño	⭐⭐	⭐⭐⭐	
Innovación	⭐⭐⭐ Regalos, eventos ,talleres privados y socios	⭐⭐ Regalos, eventos y talleres privados	
Functionalyty & Use			
Menús	⭐ Carga lenta e información escasa	⭐ Carga lenta e información escasa	
Calendario	⭐⭐	⭐⭐	
Contacto	⭐⭐	⭐⭐	
Usability			
Diseño intuitivo	⭐⭐⭐	⭐⭐	
Accesibilidad	⭐	⭐	
Idiomas	👎	👎	
Subjective issues			
Strength	Hay club para socios con ofertas especiales	Gran variedad de productos	
Weakness	Precio elevado y sobrecarga de información	No se actualizan los talleres periódicamente	
Conclusions	Ofrecen un servicio interesante sin embargo el precio y el exceso de opciones pueden provocar rechazo en los usuarios	Ofrecen muchas opciones, sin embargo es complicado encontrar un producto específico	

LEYENDA:

- Excelente ⭐⭐⭐
- Bueno ⭐⭐
- Regular ⭐
- Deficiente 👎