

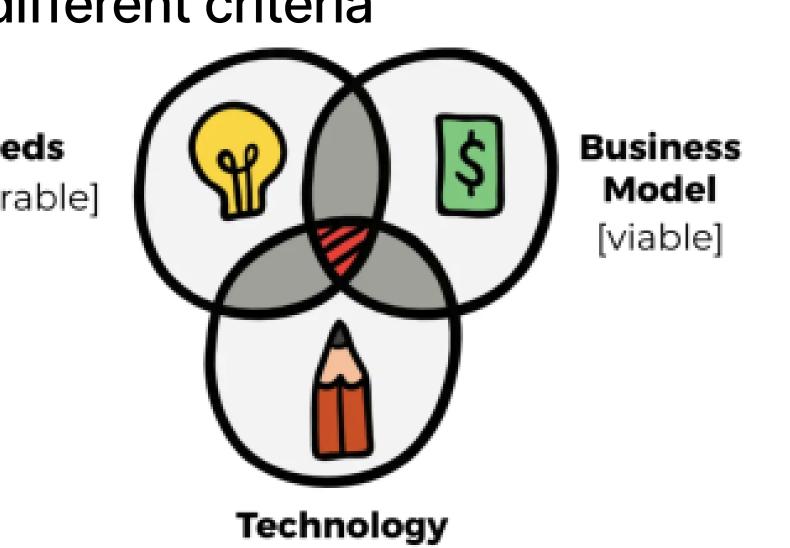
Competitor Analysis

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

- 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



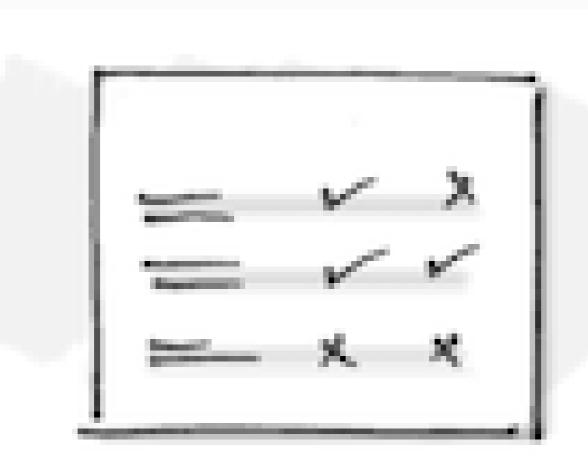




- You can add Post-it notes (or comments) to be more precise in your analysis.
- Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.



- 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
- Templates: https://blog.hubspot.com/marketing/ competitive-analysis-kit
- Resources: https://github.com/mgea/DIU



Escuela de Teatro y Doblaje Remiendo

Short Bio



Escuela Cuarta Pared

Short Bio-Mehcite-https://www.cuartanared.es/



Metropolis

Short Bio-

	Website: https:// escueladeteatroengranada.es/	escuela/presentacion/	Website: https://metropolis-ce.com/
Business Model			
Cursos arte dramático			
Clases en colegios			
Cursos para niños			
Technological Issues			
Functionalyty & Use			
Usability			
Subjective issues			
Strength Weakness			
Conclusions			