

Competitive Analysis

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Course: COS20001 - User-Centred Design

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Introduction

This report is written to review what competitors of Quitch are doing to acquire a further understanding of the functional requirements and usability in later tasks of the UCD Project. This task will provide proof of an evidence-based approach to software requirements elicitation and specification.

Software/Website Description

Name: Quizizz and Kahoot



Figure 1: Quizizz logo

URL: <https://quizizz.com/>



Figure 2: Kahoot logo

URL: <https://kahoot.com/>

Both Quizizz and Kahoot are online platforms used to find and create free gamified quizzes. These platforms aim to make modifications to the old learning methods of textbooks and paper tests so that traditional lessons can be more engaging to learners from all different backgrounds and groups of age. The creation of these learning

platforms ushered in the age of digitalized education and are great examples for the competitors of Quitch, in which the three platforms shared numerous similarities in purpose and different functionalities. The 2 websites can be beneficial for educators and learners, as learners can quickly consume knowledge through the help of visual aids and educators can upload learning materials by creating courses and quizzes for their students.

Key features and user interface review

Product comparison table

Criteria	Quizizz	Kahoot
Price	Free	Free
Platform	Any device with a browser, Android and IOS app for students	Any device with a browser, IOS app for students and Chrome apps for teachers and students
Recommended grades	8-12	3-12
Ease of use	Easy to use	
Unique features	A mobile app, ghost mode, friendly nickname generator	Homework mode, memes, power-ups, adding media (images, math equations, audio) to question
Quiz creation	Multiple choice, surveys, quizzes, discussions, jumbles	Limit to multiple-choice quiz only
Student experience	Full view of questions and answers	View of symbols and colour choices only -> Good for building classroom atmosphere
	Involve the use of fun music and a colourful interface to encourage students to learn and play	
Student data tracking	No progress tracking data, no report on student's growth and only display wrong answers	
Student feedback	Custom or premade meme	Update leaderboard after every question
Engagement	Good pacing, music, leaderboard	Funny memes, leaderboard

Pros and Cons

Kahoot Pros

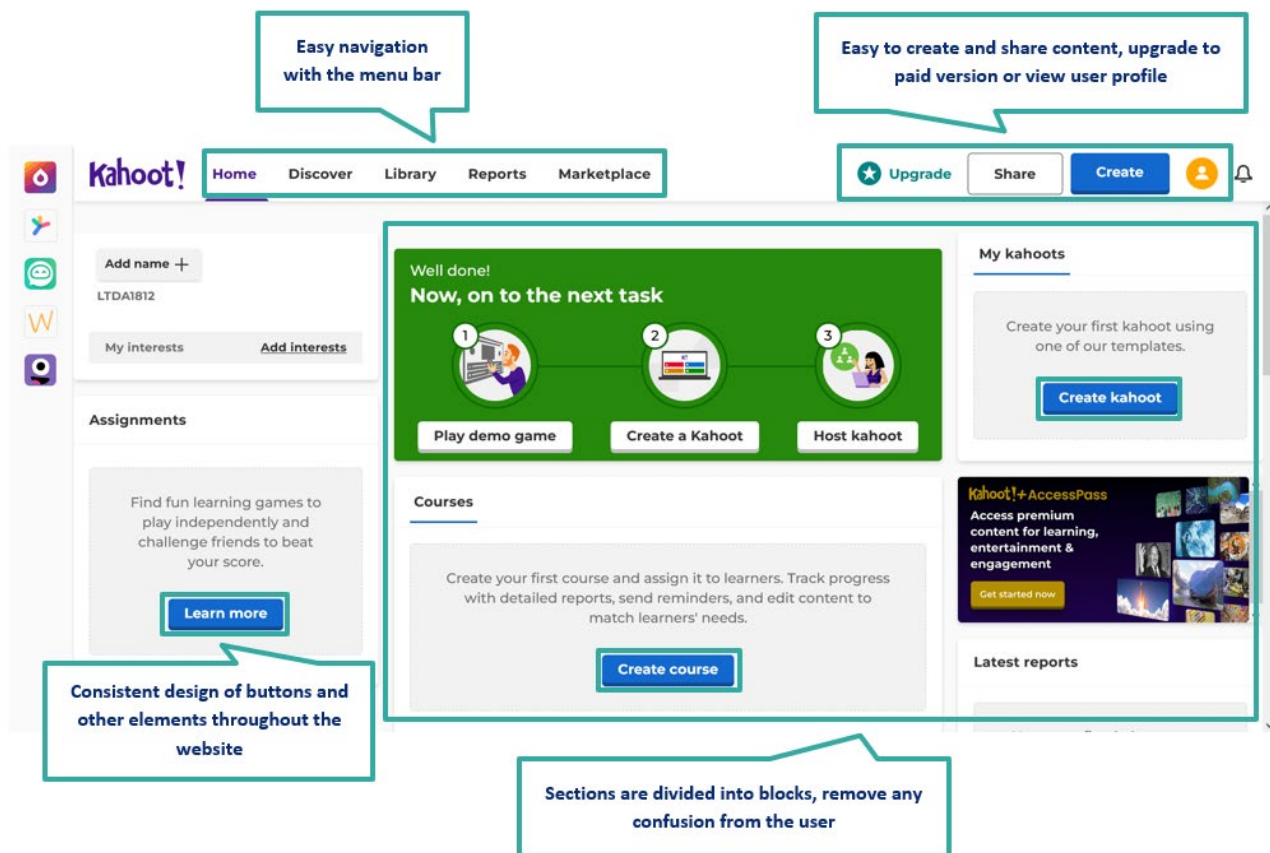


Figure 3: Kahoot pros

- Great engagement from the user.
- Produce analysis reports to help teachers understand the current learning curve with charts and polls.
- Curb the boredom and coldness that students usually take from traditional lectures.
- Increase students' focus in learning sessions and overall attendance.
- Reduce the stress and frustration that formal testing and assessment might have.

Kahoot Cons

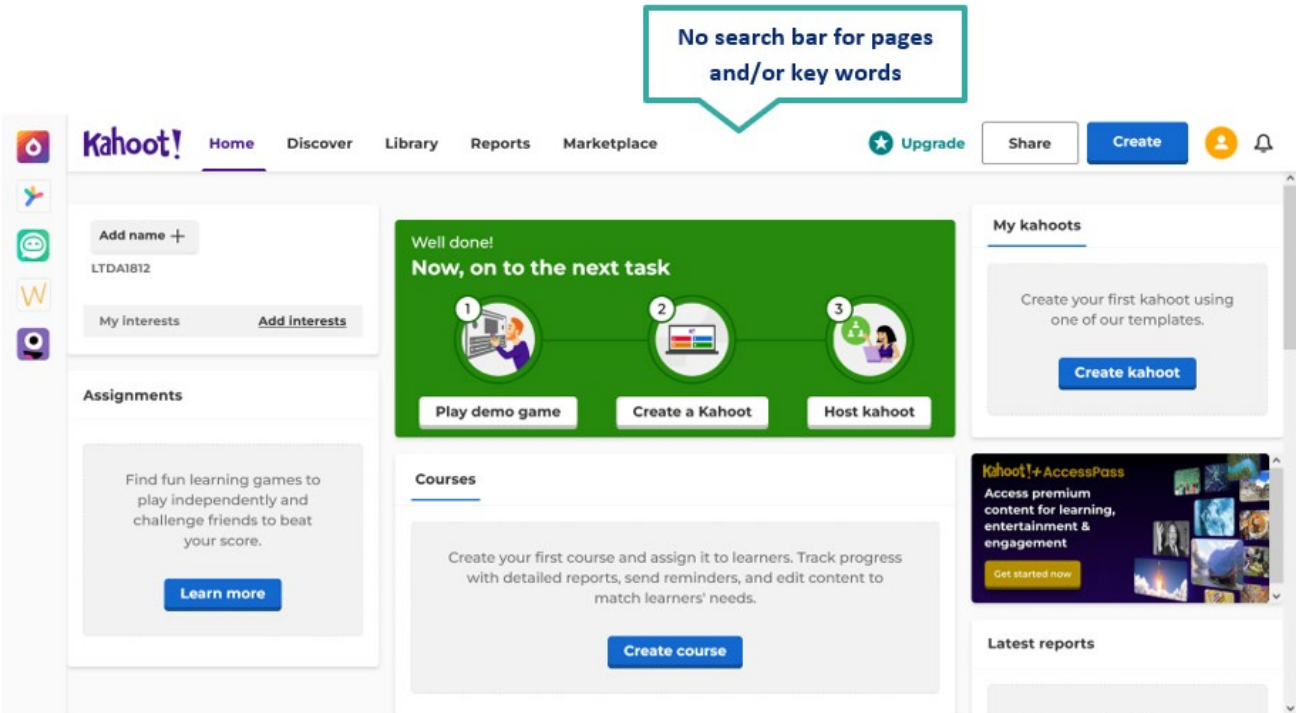


Figure 4: Kahoot cons

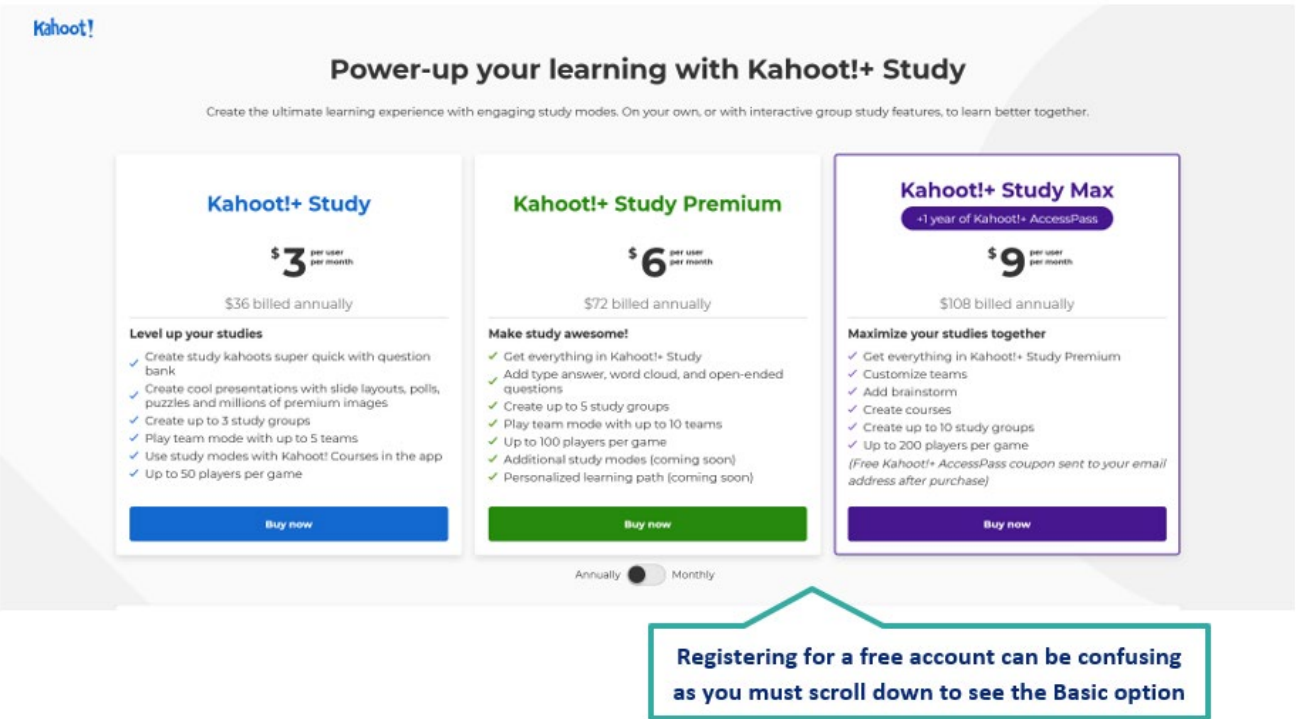


Figure 5: Kahoot price plans page

- Complex student's progress tracking level.
- Require a strong internet connection as it is a multiplayer platform.
- Background music and other entertaining elements can sometimes be distracting and confusing to students.
- Class leaderboards can sometimes have drawbacks due to the competitive nature of the younger demographic and humans in general, causing them frustration and anger when playing the game.
- Extra projector/screen needed to display questions.

Quizizz Pros

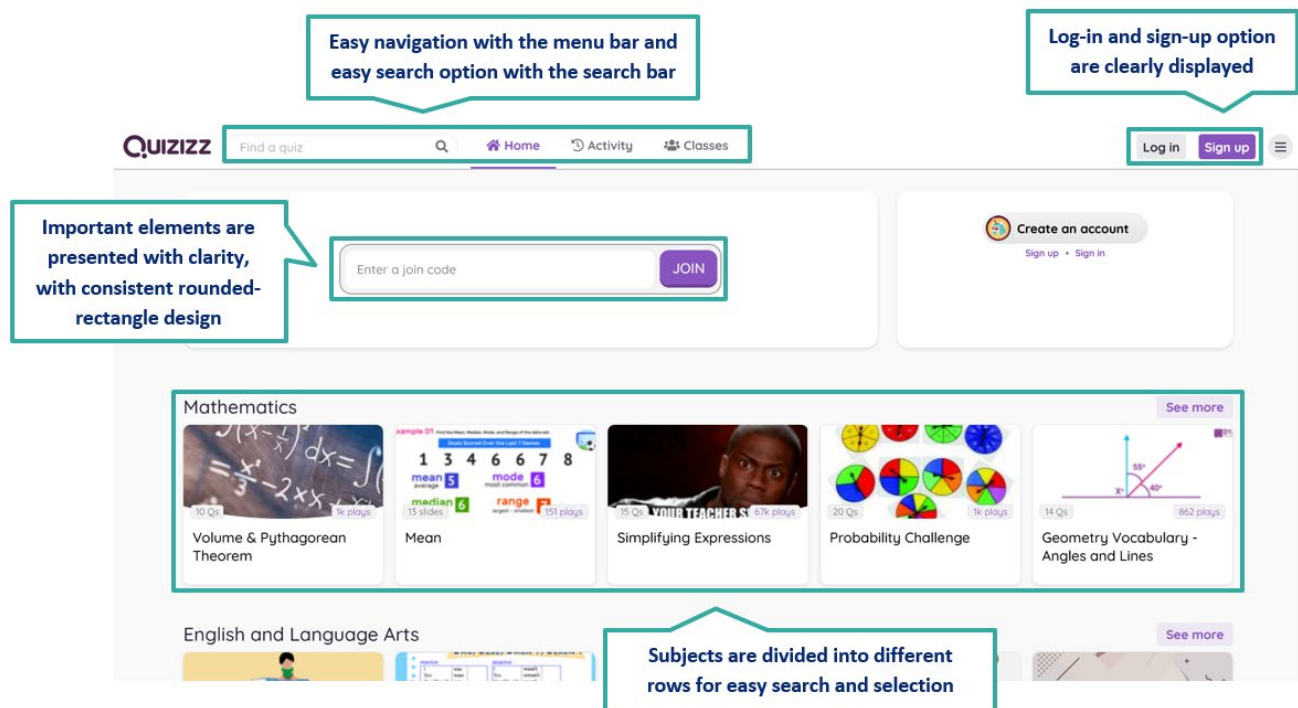


Figure 6: Quizizz Pros

- Free to use
- No additional projector or screen is needed as every question and answer are fully displayed on every student's screen.
- Allow teachers to view system-generated reports from students' performances
- Integration with Google Classroom.
- Include fun memes that can reduce the stress and frustration from test questions.

Quizizz Cons

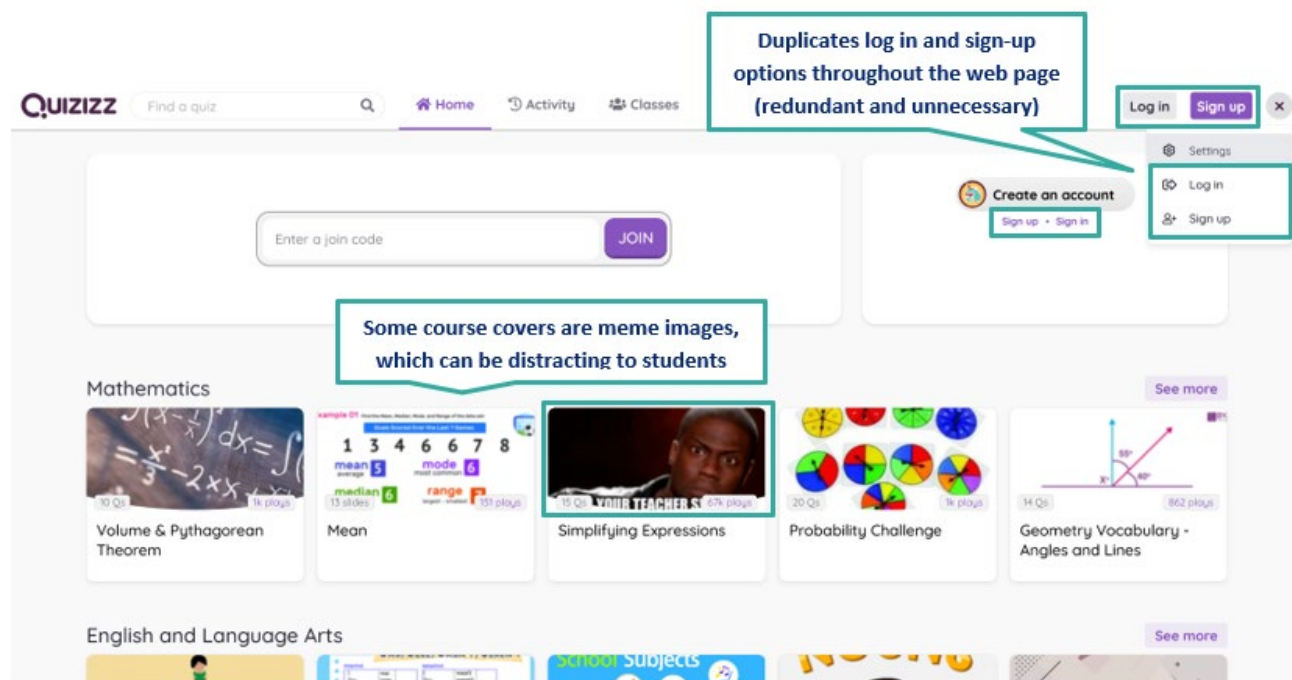


Figure 7: Quizizz Cons

- Memes can sometimes be distracting or inappropriate in certain situations.
- Difficult to elaborate on existing questions.
- Power-ups and other artefacts are sometimes too many to keep track of.

Summary of recommendations

Given the pros and cons provided in the previous part of this document, we can point out some useful recommendations that can be applied to Quitch or any other educational platform that is based on quizzes and games.

- Provide reports generated from students' learning progress for performance tracking purposes.
- Reduce the use of unnecessary distracting content for the student to gain focus.
- Cross-site product integration with other learning platforms like Google Classroom, Edmodo, or Canvas.
- Full view of answers and questions for a comprehensive learning experience and remove the need for an extra projector. (This recommendation is key as many

classes are now conducted in online mode and not all learners have multiple devices for separate questions and answers view.)

- Add media engagement options like pictures, videos, and stickers to increase attention and reduce the stress from assignments for students.

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