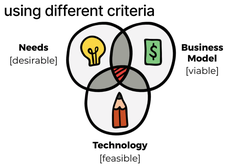
Competitor Analysis

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

Competitor Analysis

	Tablao Flamenco	Free-tours granada	Taller de artesanía
	Website: https://alboreaflamenco.com/	Website: https://freetour-granada.com/	Website: https://artesanianazari.es/
Business Model			
Precio	👍	❤️	👍
Cuenta	👎	👎	👎
Reserva	👍	👎	👍
Technological Issues			
Imagenes	❤️	❤️	👎
Fluidez	👍	❤️	👎
Diseño	❤️	👍	👎
Functionalyty & Use			
Intuitiva	👍	👍	👎
Fácil	👍	👍	👎
Idiomas	❤️	👍	❤️
Usability			
Utilidad	👍	❤️	👎
Satisfacción	❤️	❤️	👎
Seguridad	👍	👍	👍
Subjective issues			
Strength	Buen diseño visual	Variedad	Productos exclusivos
Weakness	Poco intuitiva	No confirmación inmediata	Mal organizada
Conclusions	Buena pero bastante mejorable	Buena pero poca claridad	Bastante mala
	76/120	**77/120**	**33/120**

LEYENDA

- ❤️ 10 puntos
- 👍 5 puntos
- 👎 1 punto