Competitive Analysis
- BookFinder
    - Ecommerce engine that searches new, used, out-of-print books *and* textbooks
    - Searches major catalogs online and lets users know which booksellers offer the best prices/selection to help save time and money
- Textsurf
    - Free price comparison site only for textbooks that allows users to compare prices from several different websites of book retailers so that users get the best deals on books
    - Gives users the links to buy those best-deal books from the biggest used, rental, digital textbook sites on the web
- Bigwords.com
    - Price comparison tool for textbooks, books, DVDs, games, music, and other products ranging from groceries to pet supplies
    - Searches the best stores for new and used textbooks and all other listed products
    - Determines total cost by considering price, shipping cost, and promotions to figure out the absolute lowest price for items

Competitive Analysis – General Features

Competitors	BookFinder	Textsurf	Bigwords.com
Search Bar	Yes – by author, title, ISBN	Yes – by author, title, ISBN	Yes – by author, title, ISBN, publisher, or "All"
Vendor/Bookseller Display	Yes- pulls from inventories of over 150,000 booksellers	Yes – 3-5 different booksellers for a book	Yes – about 20 different booksellers displayed
Price Display and Comparisons	Yes – breaks down total cost separately (book price, shipping cost, total price) for book under each bookseller; comparisons included	Yes, but only indicates book price (shipping prices not included) for book under each bookseller; comparisons included	Yes – indicates retail price along with book price, shipping fees, and total price for each of the booksellers; comparisons also made

Purchase options (buy/rent/e-book) Display	Yes, but only displays buy and rent options	Yes – includes buying, renting, digital, and selling options as well	Yes – displays "rent, buy, new, e-book, sell" options
Book Condition	Yes – indicates new or used, along with actual condition of book (e.g., acceptable, good, etc.)	No	Yes – indicates book condition under "Details" section for each book
Shipping/delivery time	Yes- indicated below description in "Notes" section for book from each book seller	No	Yes – also indicated under "Details" section for each book

<h2 style="text-align:center">Summary of Competitive Analysis</h2>

Competitors	BookFinder	Textsurf	Bigwords.com
UI/Easy of Use	Pretty straightforward – allows users to search for textbook by name in search bar Uses path-based breadcrumbs below bookseller display page for ease of navigation "Go back", "Revise search", "New search" buttons on bottom of search results and bookseller-display page	Pretty easy to use – allows users to search for textbook like BookFinder directly from main search bar Uses location-based breadcrumbs so that the user can easily navigate between pages Great sense of visual hierarchy; user knows which part of screen to focus on for each page Minimalist design	Very confusing UI – two search bars on home page that look the same and seem to carry out the same function "Sort By" and "Filter" options on search results page are confusing; unable to tell the difference between the functions Too much information displayed in a scattered manner; requires user to actively search for

			information and makes it impossible to take all information on one page at once
Layout and Design	Layout: • Simple home page layout, but search results page displayed using vertical space in list form • Lays out book details side-by-side by separating booksellers offering "new" and those offering "used"; short description included for each bookseller • Rent options centered on bookseller-display page, below all the displays containing booksellers that allow users to buy only • Placement of links and words seem arbitrary and creates too much clutter; contains too much words on each page in general and no visual hierarchy (hard to know where to begin reading on each page	Layout: • Simple home page layout; clear and concise search results page (shows 10 search results per page) • Separates booksellers by the purchase options (buying, renting, e-book, selling) they offer and lays them out side-by-side Design: • Bright but calm colors (green and blue) used • Easy to read all text, which is essential when having to read lots of text while searching textbooks • Buttons big and clear with white text; buttons clearly differentiated from rest of text	Layout: • Confusing home page layout; two search bars – one at top and another one right below • Allows user to choose between list and grid form of layout on search results page • Filters for search results placed on top of search results page • Detailed information about each bookseller displayed below each bookseller Design: • Bright and harsh colors used— orange background; creates disturbing atmosphere and uncomfortable to read text • Buttons and links not properly differentiated from normal text and hard to read

			against background color • Normal text difficult to read; some important information too small to read
	Design: • Heavy use of black and blue colors; dull feeling • Text is a bit hard to read because of its small font size • Minimalist, but too text-heavy		
Nice Qualities	Lots of detailed information about the bookseller and book Pulls from a variety of inventories – lots of room for comparison	Layout not cluttered; very simple and spaced out aesthetics Easy-to-use in general Lets users know how much money they save for each bookseller Allows users to sell back textbooks	Lots of detailed information about the booksellers and book Shows users how much money they can save for each bookseller Can filter and customize search results so that it makes the search process more efficient Shows users any available coupons that can be applied to booksellers Shows users lowest prices for items other than textbooks
Areas for Improvement	Too much text – descriptions of booksellers are single-spaced and cramped together that it places cognitive burden on the user and hogs too much screen space Could make better use of horizontal space on the search results page Could differentiate buttons from text so that users	Does not show book condition Shipping fees and delivery time not displayed for each bookseller Could pull from more booksellers or include a list of all the booksellers they pull from Could provide more information about each of	Change colors used for website—too harsh and bright Fix confusing link categories and buttons; e.g., rename buttons and links to give users a better sense of what clicking the link/button will do e.g., "Price Alert" Too much text when

| | know they are "clickable"

Back buttons could be placed on top of page as well so users don't have to scroll down every time | the booksellers in general besides the price | hovering over buttons; unclear signifiers for hovering

Confusing where to begin processing information for each page; visual hierarchy not evident

Website not solely for textbooks; range of products covered too wide |