DESIGN ANALYSIS

‣ The why and what of competitive analysis

‣ Types of competitive analysis

‣ Exercise

‣ The why and what of task analysis

‣ Exercise

COMPARATIVE ANALYSIS

WHAT IS A COMPARATIVE ANALYSIS?

‣ Performing an item by item comparison of two or more websites or apps to determine trends or patterns.

HOW TO PERFORM A COMPARATIVE ANALYSIS?

‣ Determine how difficult are the same tasks on the competitive applications you defined in the requirement stages of your design process?

‣ Recruit users, use core metrics like completion rates, time and task-difficulty and see the strengths and weaknesses of your website. Sometimes the best comparable is a best in class website that provides a similar service in a different industry. If you're selling mobile-service plans, consider comparing the checkout experience to DirecTV or Zappos.

PRO TIP

Sometimes the best comparable is a best in class website that provides a similar service in a different industry.

If you're selling mobile-service plans, consider comparing the checkout experience to DirecTV or Zappos.

BASIC FORMAT

Companies

Comparison
Criteria

FEATURE COMPARISON

	Facebook	Twitter	LinkedIn
Broadcast	YES	YES	YES
Private messaging	YES	YES	YES
Introduction request	NO	NO	YES

ELEMENT ANALYSIS

|	Facebook	Twitter	LinkedIn
Landing page	News Feed	Home (news feed)	Home (news feed)
Primary navigation	My Profile, Edit Profile, News Feed, Messages, Events, Photos, Browse	Home, Connect, Discover, Me	Home, Profile, Network, Jobs, Interests
Footer	About, Create Ad, Create Page, Developers, Careers, Privacy, Cookies, Terms, Help	(None)	(Only on some pages) Help, About, Press, Blog, Careers, Advertising, Talent Solutions, Tools, Mobile, Developers, Publishers, Language, Upgrade Your Account

BEST PRACTICES

‣ Describe your methodology

‣ User screenshots for support in your report

‣ Make your report scannable

‣ Summarize and make recommendations

## Show ingredients on pet food product page

Pet owners think about what they're feeding their pets, sometimes even more than what they feed themselves. Displaying the ingredients right on the product page provides the information shoppers need to decide what food is right for their pet.

Petsmart.com
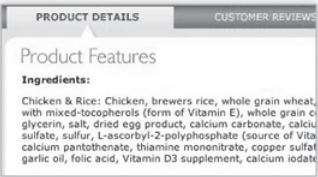
- Comprehensive list of ingredients but "hidden" under Product Details tab.
- Formatting of list dense and difficult to read.

Petco.com
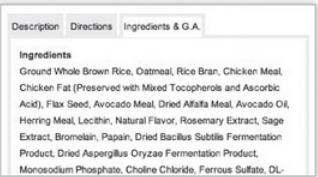
- Typography of ingredients list makes it easy to read.
- Requires scrolling down and clicking tab.

DrsFosterSmith.com

- Ingredients list behind "more information" tab. Finding ingredients requires scrolling.
- Essential data about food presented in nice table. (not shown)

JeffersPet.com

- Ingredients list presented prominently on the page, adjacent to product image.

Take-Aways

- List ingredients as part of the product description.
- If linked, incorporate "ingredients" as part of the label for the link or tab.
- Format as a list, rather than as a comma-delimited paragraph.

Considerations

- Make individual ingredients linked to more information about it
- Offer product comparisons so users can see how different foods compare in their ingredient lists

made with ❋ eightshapes | unify

DISCUSSION TIME

TASK ANALYSIS

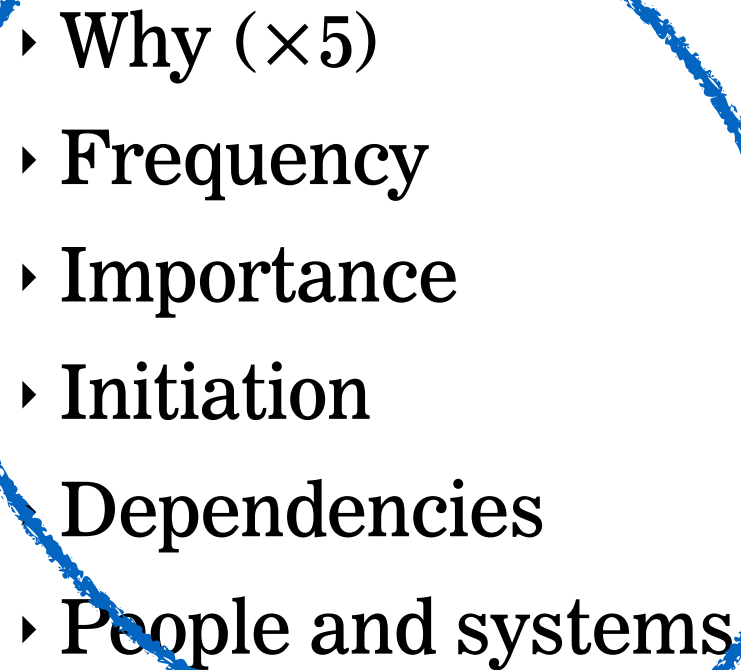# WHY DO WE DO IT?

‣ Break down complex concepts and processes to:

   ‣ Understand current behavior

   ‣ Optimize current behavior

   ‣ Design for new behavior

‣ In other words… Decompose what users are trying to accomplish to understand how the application makes tasks more efficient and effective
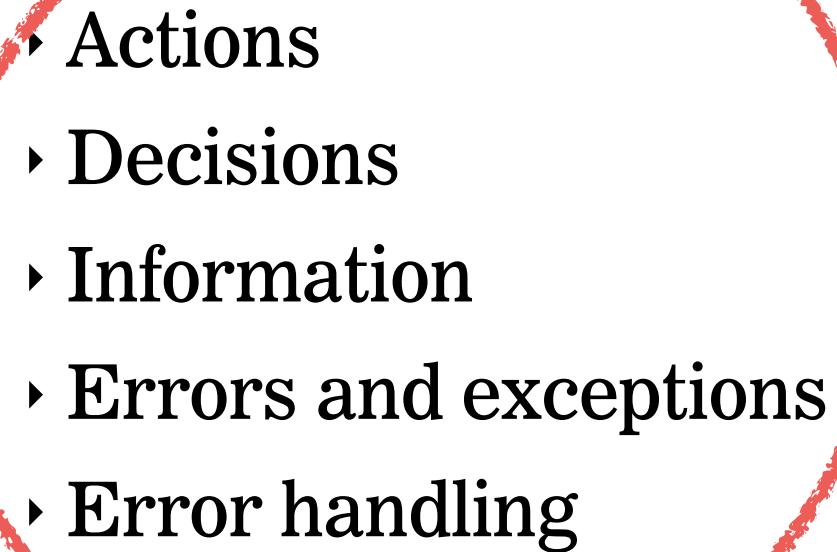
WHAT ARE WE ANALYZING?

‣ Why (×5)

‣ Frequency

‣ Importance

‣ Initiation

‣ Dependencies

‣ People and systems

‣ Actions

‣ Decisions

‣ Information

‣ Errors and exceptions

‣ Error handling

WHAT ARE WE ANALYZING?

‣ Why (×5)

‣ Frequency

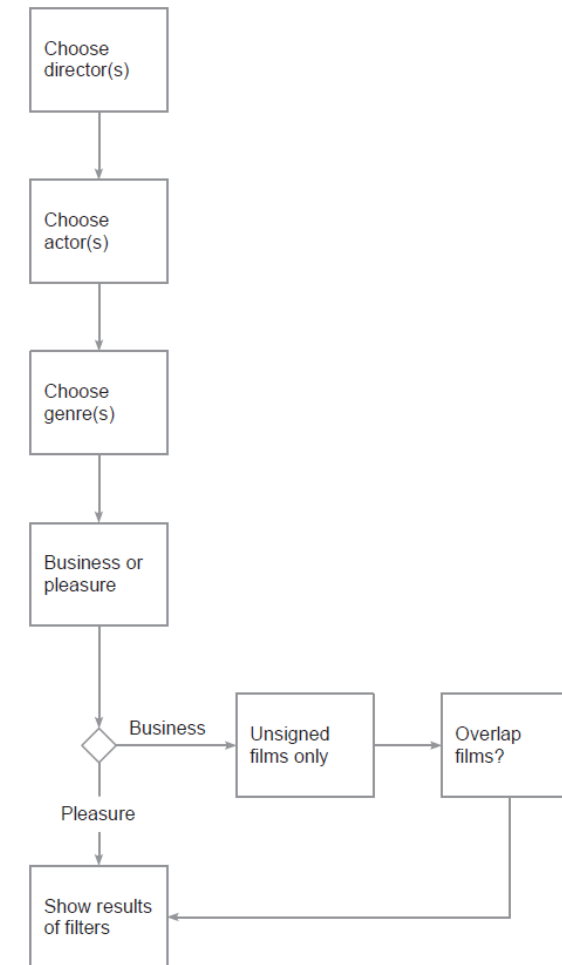‣ Importance

‣ Initiation

‣ Dependencies

‣ People and systems

Cognitive

‣ Actions

‣ Decisions

‣ Information

‣ Errors and exceptions

‣ Error handling

Flow

WHAT IT LOOKS LIKE

Festival Planner **asks** *Michael if he's interested in any particular directors or actors. Michael* **indicates people** *he thinks have promise. He notices some names he doesn't know and* **reads short bios** *of them. He* **adds** *a couple to watch. He notices* **he can save** *this information by simply* **adding his email address and a password***. He decides he really ought to because he's put in a bit of effort at this point. He's pleased it didn't ask him for any more personal information; he gets so tired of typing in this and that for registration on every site he comes across. Festival Planner* **next asks him** *if he's interested in any particular genre of film and if he's traveling for business, pleasure, or both. The Planner* **asks him** *if he's interested only in films that haven't been signed to a distributor, or if he's interested in all films. He* **indicates** *that he's interested only in unsigned films. Finally, Festival Planner* **asks him** *if he's willing to see overlapping films, or if he wants the planner to make sure his films dovetail. Michael would rather see complete films, but this is a business trip. He sighs and* **picks overlap***. Festival Planner now* **gives him** *a schedule to review, with three films to pick from and* **an option** *to "see all for this time slot." One film for each time slot is indicated as his "best pick." Each shows how well it meets his taste and needs. Or he* **can choose** *to "rest" and not select a film for that time period. Michael goes through the schedule. His wristwatch beeps, and he absent-mindedly shuts it off. He* **continues to select** *his films. As he chooses films, he notices an option to* **get a report** *on any film when it's available—he's very excited by that. If he can't see them all, at least he can get a sense of what he's missing!*

THIS TASK analysis shows how Michael works his way through the Festival Planner.

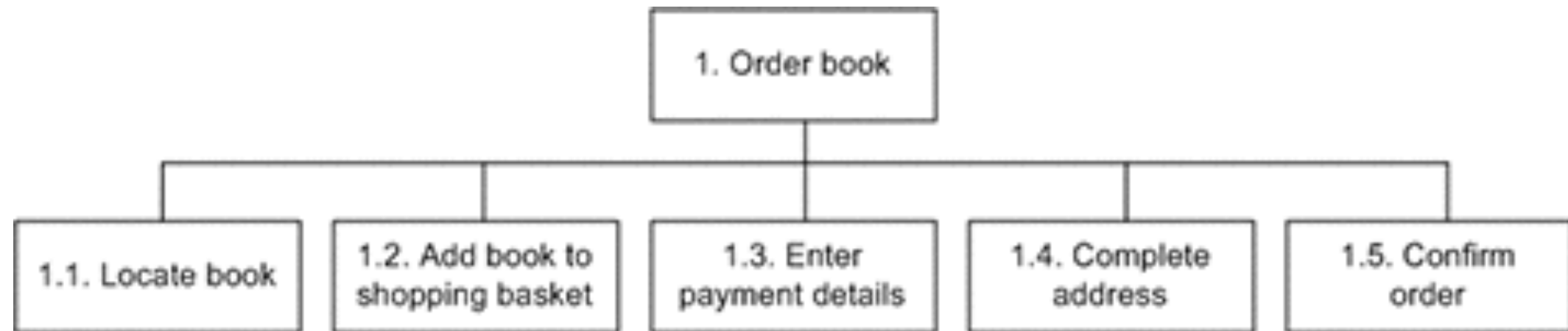Call History - Compiled Task Analysis

WHAT IT LOOKS LIKE

WHAT IT LOOKS LIKE

1.4. Complete
address

1.5.

ls

Locate the Full Name field.
Move the insertion point to the field.
Type the full name.
Locate the Address Line 1 field.
Move the insertion point to the field.
Type the address.
Optional: Locate the Address Line 2 field.
Move the insertion point to the field.
Type the address.
Locate the Town/City field.
Move the insertion point to the field.
Type the town or city.
Locate the County field.
Move the insertion point to the field.
Type the county.
Locate the Postcode field.
Move the insertion point to the field.
Type the postal code.
Locate the Country field.
Move the insertion point to the field.
Select the country from the drop-down list.
Locate the Phone Number field.
Move the insertion point to the field.
Type the phone number.

WHAT IT LOOKS LIKE

Full Name: [   ]

Address Line 1: [   ]
(or company name) House name/number and street, P.O. box, company name, c/o

Address Line 2: [   ]
(optional) Apartment, suite, unit, building, floor, etc.
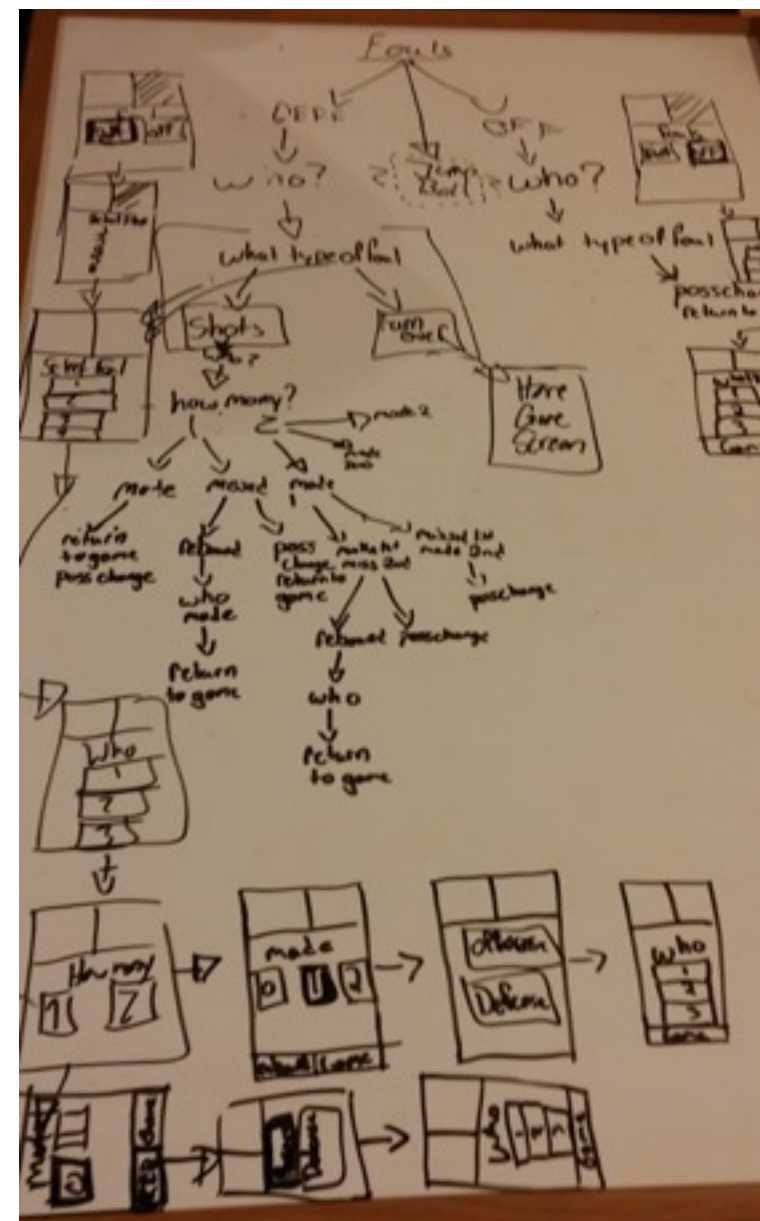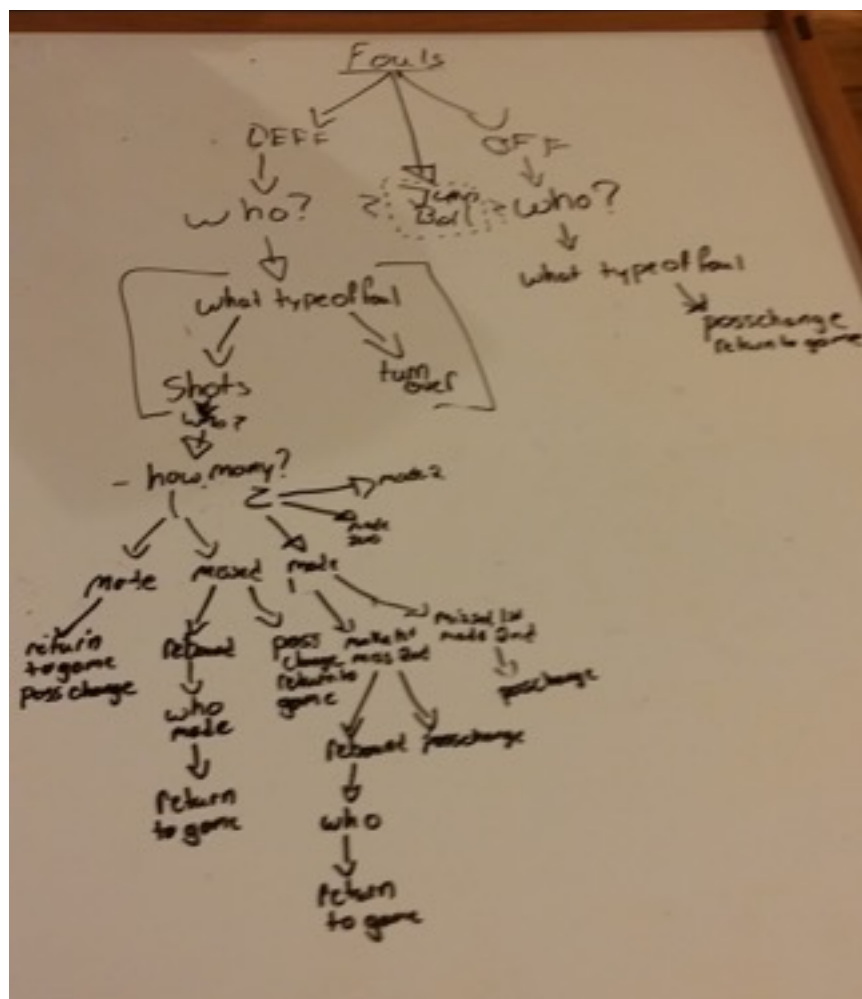
Town/City: [   ]

County: [   ]

Postcode: [   ]

Country: [United Kingdom   ▼]
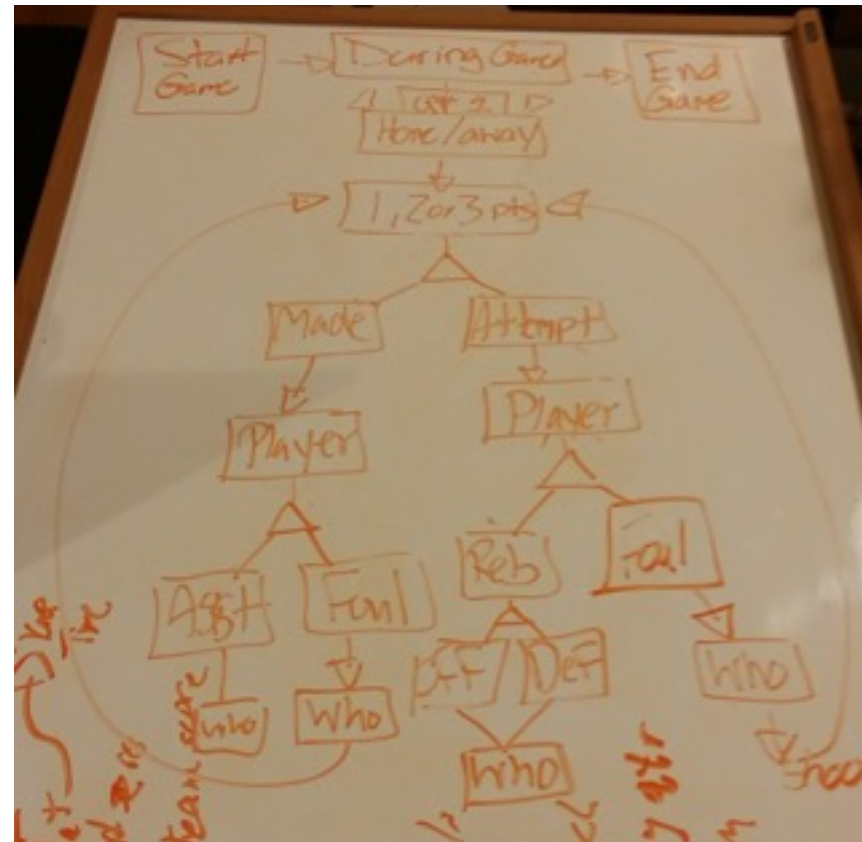
Phone Number: [   ]

[Continue ▶]

WHAT IT LOOKS LIKE

WHAT IT LOOKS LIKE

CHALLENGES WITH TASK ANALYSIS

‣ How detailed should you be with your analysis?

   ‣ Page level?

   ‣ Element level?

‣ What is the appropriate level of documentation?

‣ Avoiding the interface design tendency

KEY OBJECTIVE(S)

Analyze the task of selecting a flight.

DELIVERABLE

Two flow narratives/diagrams

AGENDA

7 mins   1. Go to <u>aa.com</u> and document the steps and decisions you make to select a flight

7 mins   2. Go to <u>hipmunk.com</u> and document the steps and decisions you make to select a flight

7 mins   3. Convert both into flow diagrams

RESOURCES

Pen and paper

DISCUSSION TIME

Q&A