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

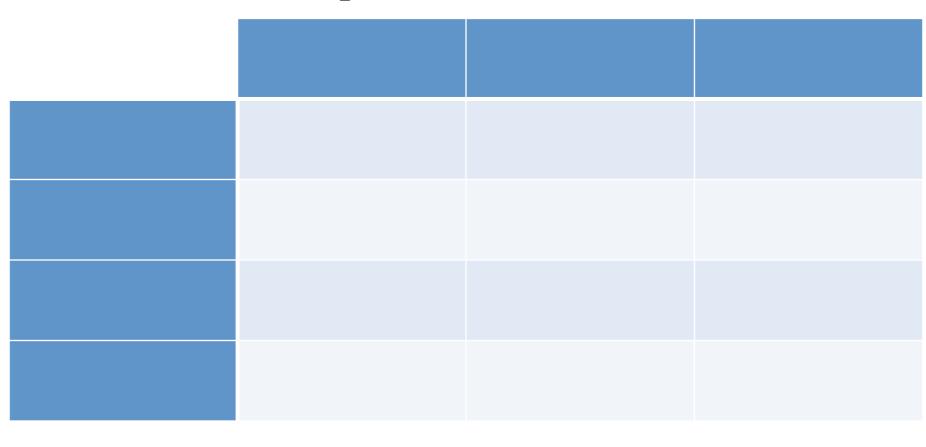
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BASIC FORMAT

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

COMPETITIVE ANALYSIS



Online Pet Store Competitive Review

3 of 4

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

Petco.com

DrsFosterSmith.com

JeffersPet.com



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



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



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

Natural Balance® Ultra Premium Potato & Duck Complete and balanced diets for all breeds and life stages sources provide an optimum source of highly digestible on NOT contain soy, com, wheat, eggs, polished rice or dairy artificial presentatives, flavors or colors. sources of Omega 3 and Omega 6 fatty acids), rosemary ex vitamins and minerals (including vitamins E, A, B12 and D3

 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 seightshapes unify

DISCUSSION TIME

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

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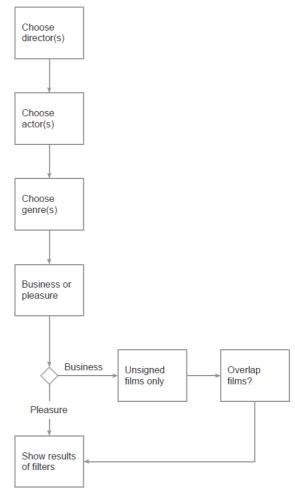
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Cognitive

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

(comcast

Before Scene

The space believes (offset) of Arasy's two believes to relative in solution believes the α

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After Scene

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have come from the control and an order of the control and the

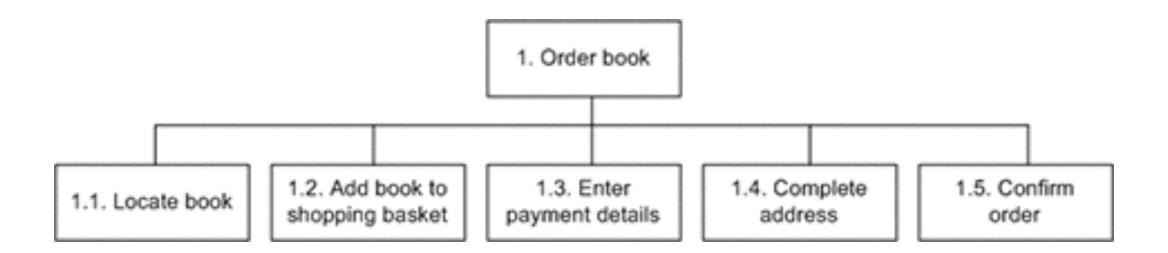


Checking voicemail is tedious and time communing. I want a system that is quick, convenient, and easy

| | | | | | | | proses infente, leasy on we far for a sel plane. | other may not be forme, but has bee |
|----------------------------|---|---|---|---|--|---|---|---|
| Sub Tasks | Arrany returns home from a workered away. | Jenny checks to see if anyone called while she was away. | Jeong checks to see if anyone left a volcomall message. | Jessey Sistems to her volcemail. | Jenny checks for missed calls she needs to return. | Jeway adds the culter to her address book. | Jenny reviews her list of calls to return. | Jenny returns her plu nalis. |
| Scenario | Jenny returns from thesi a medical arms. He walks in the liters, part down her large and takes a best around. Drawelling agreem to be right whose size held it. | Jones walls into the office to check the saller of light on the phase to see if anyone called white size was array. | desir clocks the constant indicates and such the number on the business dischar- sized some messages, but down/s have been many. | Junta use flow are hor any voluntal? message. The second new message is flow for marker. He would like in lates to it flow. | Amor see that her grantheather called, but disk? Inverse reasonal, do typically describber enough. | One of Jenny's Windo called from her new middle phone. Jenny vanis is call the number in her address lead. | Jews has a life of oth to where. Each time has the same, results, and a live belief actor about the self. | Jesus review the order of sub- month to make and returns the sulls also con term, saving the of lates. |
| Considerations/Influencers | Court be worthed that I missed outle white I was sented to dignish to it sent the II med only special epigenesis? How much dow it coult? | Can the notified spiritly that economic important called while I was awar? | Cast chall quitty to see ET have any messages realiting? | The Elder to a specify manager (les to bette to the transported first trains or debt the screening factor it is completed playing? | Can I chack my mined calls gainly and convenients (*Can I gainly determine which safe I med to interesting days) have extensible. | The Earl and the new months to the address back quickly and earls? If an early should reside to the court about the address back with any matrix? | the I have decoupl time to return, all these ratio new? Whate calls should finding these? | the filter enough time to enter mile need |
| Pain-Points | Cherting for extract cells and extracted is solutions and tracemeters. | Upon traps to my offer to our European with a Chesting Sons the conference more followings and immerishmen. | Size many of the tennings are next. White cone are important than Lynk is specific among in these for White descripts and state-field affection? | Cathering to educated in Date Streets- stand and State-Assessming. Why can't I believe to expectle coverage without Sensoning to the same below at I Do. I have these to letter to the streeting or sen't | Chedrag for intend offs is incorrected and the constitute, the the spice. July an interaction which calls used to be referred? | Requiring off any devices in space in defined. How can't keep my residing phone and small self-has books to space? | Time do I faces what each cell to shoul? Now will I have that I've returned exact, or marked I for 'cell back hase?" | Three dot I heap track of which or nematical? The I have to core some often to extense the calls? |
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| | | f and the saw stand offs history for the constant are the facult blacks for now stand out. | If garlies are retental be. Or. The names can rise a list of two retental assumpts with the name transfer lead date/from a leads volumed. | Eggs below a reinvestel for playback. (a) The communic sortions due for of messages and related lade and which a message to play. | C gap Three call priority status. (4) The continues one size the priority legacitance of a call to help the contents which calls are in the otherwise which calls areal to be returned. | E S. o five address head. (4) The consumer our spec the address head arress heavy places, mobile places, result, etc. | | C & artists call as returned (se) Oner a call has been street message is automatically or external. |
| | | C any live tall minust-of stancy. (a) The customer are tive the outer oil listens, including new onligant minust oils. | C p.p Vers fell interest Nature, (sel: The customer can rive the miles volumed biology, including new and part volumeds. | Capito recap. O Car electes de mesque aconstroly legies plates. | Capitales 50 The column on Man shad oils from the propert oil linking. | | | |
| | | C a.4 The half terming call biners. (g) The customer up rice the entire increasing call binters, including all mined, answered, and have adul- calls. | Citya Vere steelar or deplicate consuger. Gall: The continues can rise V accome safe left a deplicate volument or safely offeren, or result for a steelar consuger. | C 4.4/Message ratios. Fall: The continuous can place notes and/or a description used to the various diseased ratio place obtaining or sering the call. | | | | |
| | | Cagties delle se hiptore odle. | | Californium priedy anti-re | | | | |

Glossary Ratings III High-address or new or possible

Medion - address after priority i (d) Low - after priority y and if there is time in development cycle (4) Patters consider for a latter version of the product



WHAT IT LOOKS LIKE



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.

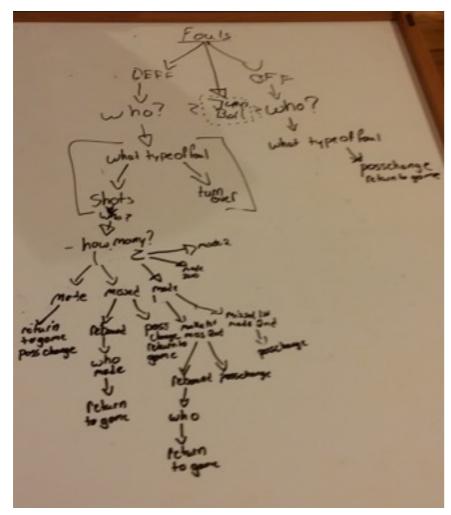
Select the country from the drop-down list.

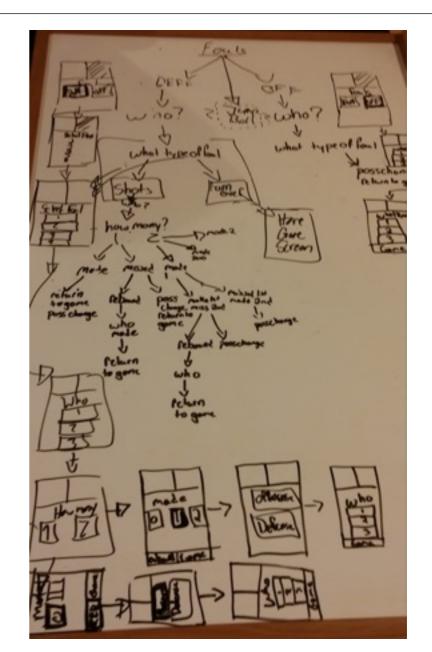
Locate the Phone Number field.

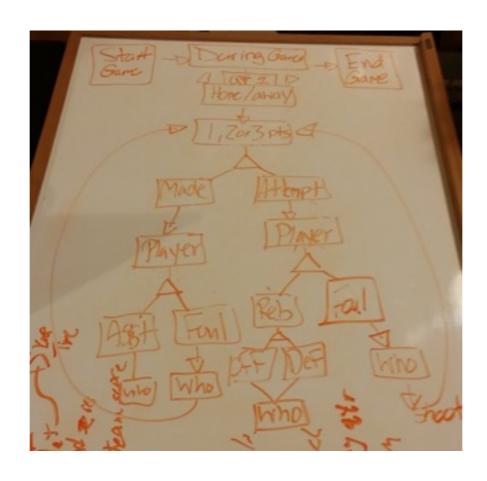
Move the insertion point to the field.

Type the phone number.

| 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: | |
| | |







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

EXERCISE

| KEY OBJECTIVE(S) | AGENDA | | | |
|---|---------------|--|--|--|
| Analyze the task of selecting a flight. | 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 | | |
| AmericanAirlines | 7mins | 3. Convert both into flow diagrams | | |
| DELIVERABLE | RESOURCES | | | |
| Two flow narratives/diagrams | Pen and paper | | | |

DISCUSSION TIME

Q&A