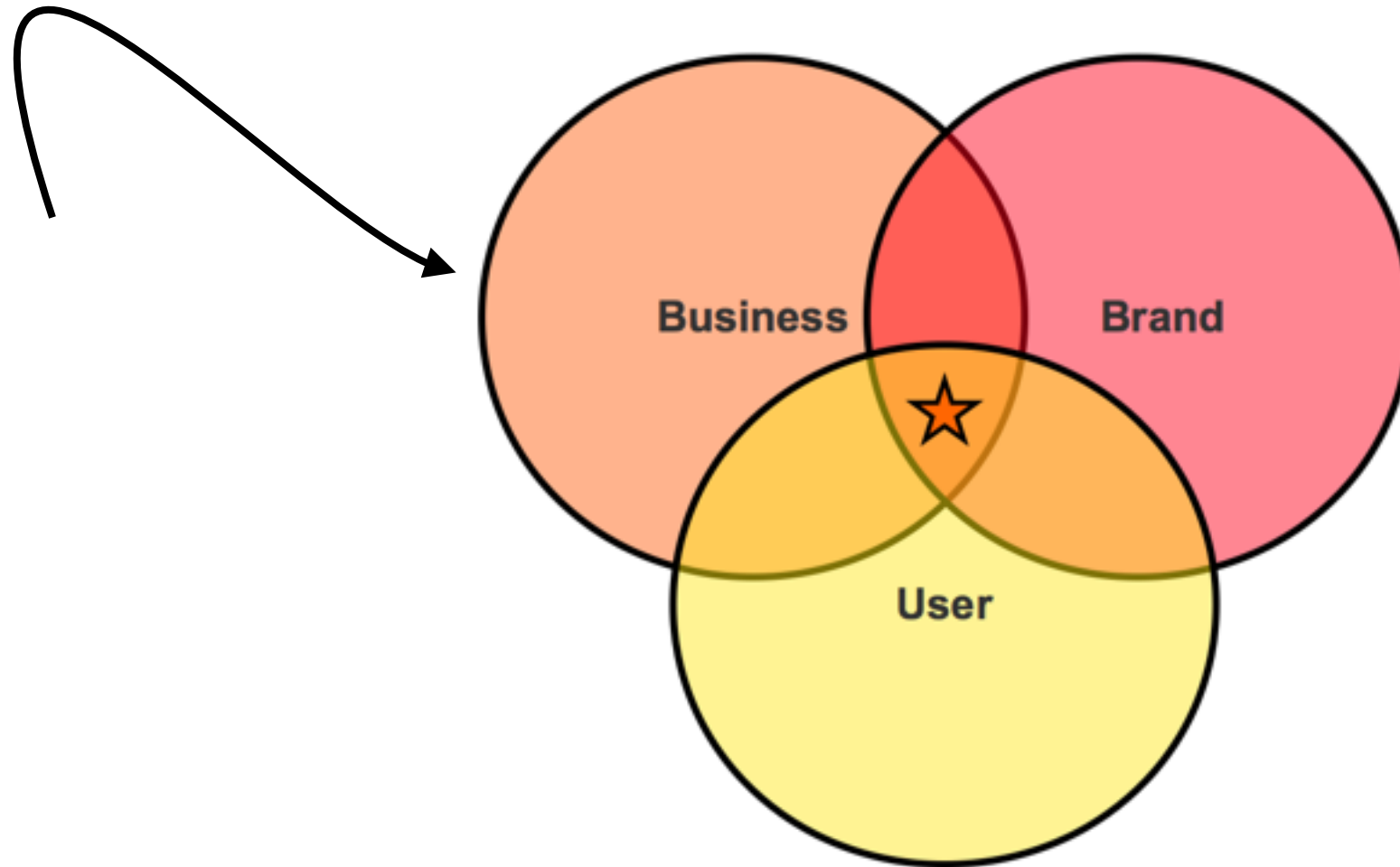

BUSINESS ANALYSIS

Domenick Propati

- What is Business Analysis?
- Why is it part of UX?
- How do we go about learning the business side?
- Practice
- The why and what of competitive analysis
- Types of competitive analysis
- Exercise



WHAT IS BUSINESS ANALYSIS?

A PROCESS THAT ESTABLISHES PROJECT GOALS

- How do we make money?
- What tasks does the user need to complete for *us* to succeed?
- What are the obstacles and roadblocks to completing these tasks?
- What would success look like, in terms of the business goals we'd be able to accomplish?

UNDERSTANDING THE BUSINESS

- Budget and Timeline
- Stakeholders
- Customers
- Success metrics
- Competitive context
- Brand and culture
- Business model

BUDGET AND TIMELINE

- These are the two most common restraints on any project
- The design process must be tailored to maximize results within the limitations that are set

STAKEHOLDERS

- Stakeholders set the business priorities
- Usually, there are many
- In large organizations, they may be hard to seek out

CUSTOMERS

- › In most cases, the business's customers are also the users
- › Marketing may research customers differently than UX
- › Customer segments may not align with personas

SUCCESS METRICS

- Ideally they are Specific, Measurable, Attainable, Relevant, and Time-bound (S.M.A.R.T.)
- May also be called “KPIs”
- Examples:
 - Increase monthly revenue by 10% by the end of Q3
 - Increase the conversion rate of the sign-up form by 20% by Friday

COMPETITIVE CONTEXT

- Your product is not one-of-a-kind
- Even if it is, you still have competition
- What are the other products in your category?

BRAND AND CULTURE

- Good products/sites have personality
- Values and culture should be reflected in the design

BUSINESS MODEL

- What are the business mechanisms and systems that help your organization achieve its goal?
- There are many popular business models used for digital products:

WHY ARE WE DOING THIS?

IT'S PART OF THE RESEARCH

- Stakeholders have valuable insights that we can leverage
- Competitors' sites can tell us a lot
 - What conventions are used in the industry
 - How we can differentiate
 - What features might not be available

UX IS A BRIDGE BETWEEN BUSINESS AND USERS

- Successful designs align business goals with user goals
- Designs must take into account business “users”

DESIGN CONSTRAINTS

- Design without constraints is inefficient
- Allows us to define and prioritize what we work on

DEFINITION OF “SUCCESS”

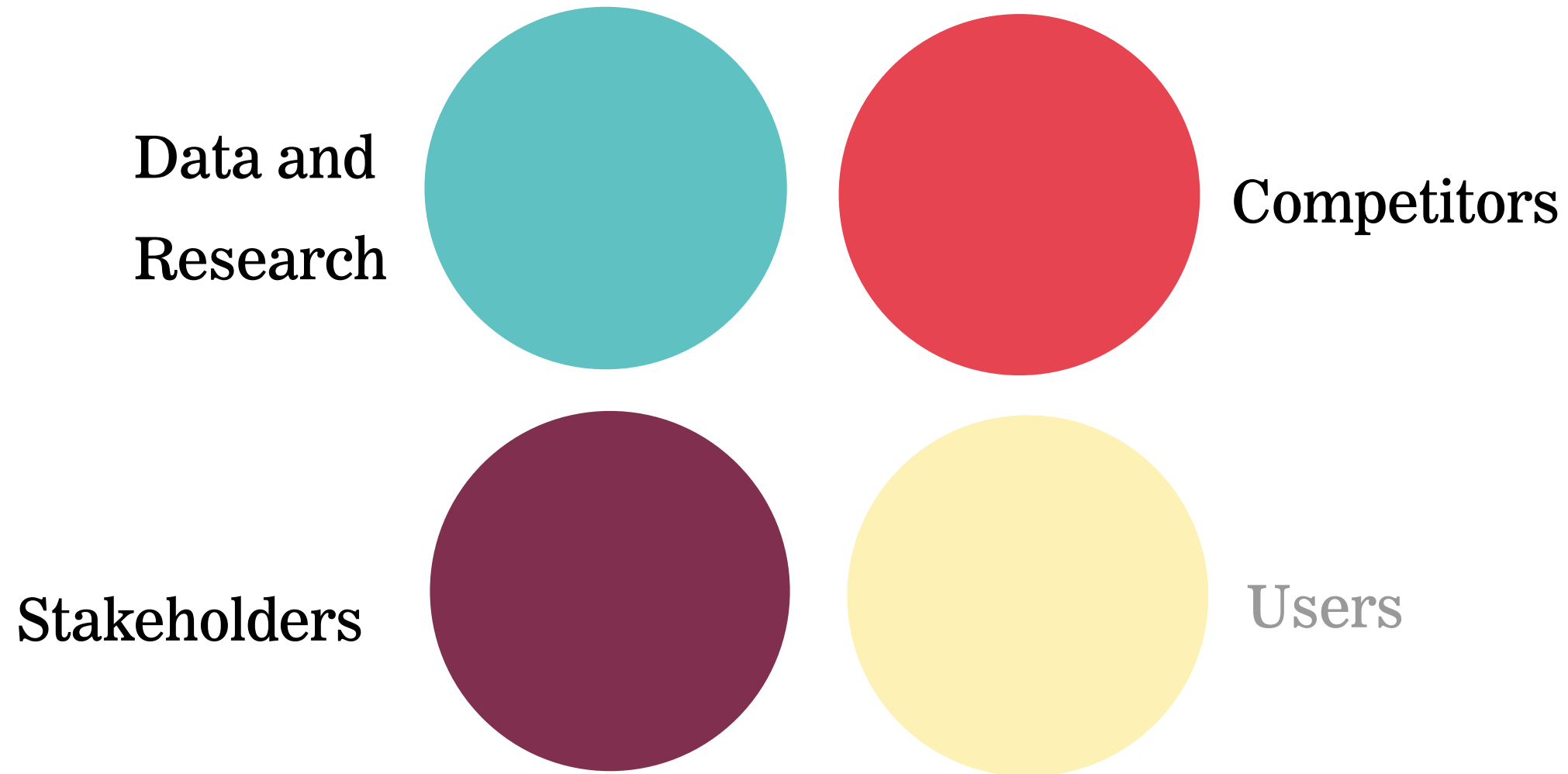
- Clear success metrics guide everything
- Various KPIs tell us where to focus our efforts

FLUSH OUT COMPLEXITIES

- Project requirements are like icebergs — there's always more under the surface
 - Conflicting forces amongst stakeholders
 - Hidden feature requirements
 - Legacy system support

CONDUCTING BUSINESS ANALYSIS

SEEK INFORMATION FROM VARIOUS SOURCES



STAKEHOLDER INTERVIEWS

- Consider stakeholders a special type of user
- Understand their needs
- Empathize with them
- Start with “Why?”

INDEPENDENT RESEARCH

- Extend your knowledge with your own research
- What have we tried in the past?
- What worked? What didn't?
- What does the data say?

TECHNOLOGY SURVEY

- Are we restricted to any particular technologies?
- What are the implementation team's capabilities?
- Does this product need to interface with any third-party technologies?
- Support for legacy or upcoming systems?

LET'S TRY IT

“I WANT TO MAKE A WEBSITE THAT LETS PEOPLE FOLLOW MOVIES AND VIDEO CONTENT.”

A client just came to you, a freelance UX Designer, with the above request. What is your response?

Partner with your neighbor and come up with a list of questions that you might ask the client (and/or yourself). Prepare to share.

COMPETITIVE ANALYSIS

A DEEPER DIVE

WHO AND WHAT OF COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS

- › What else is out there?
- › What is working? What isn't?
- › What features do the competitors have that our users will expect?
- › What features are missing in the marketplace?

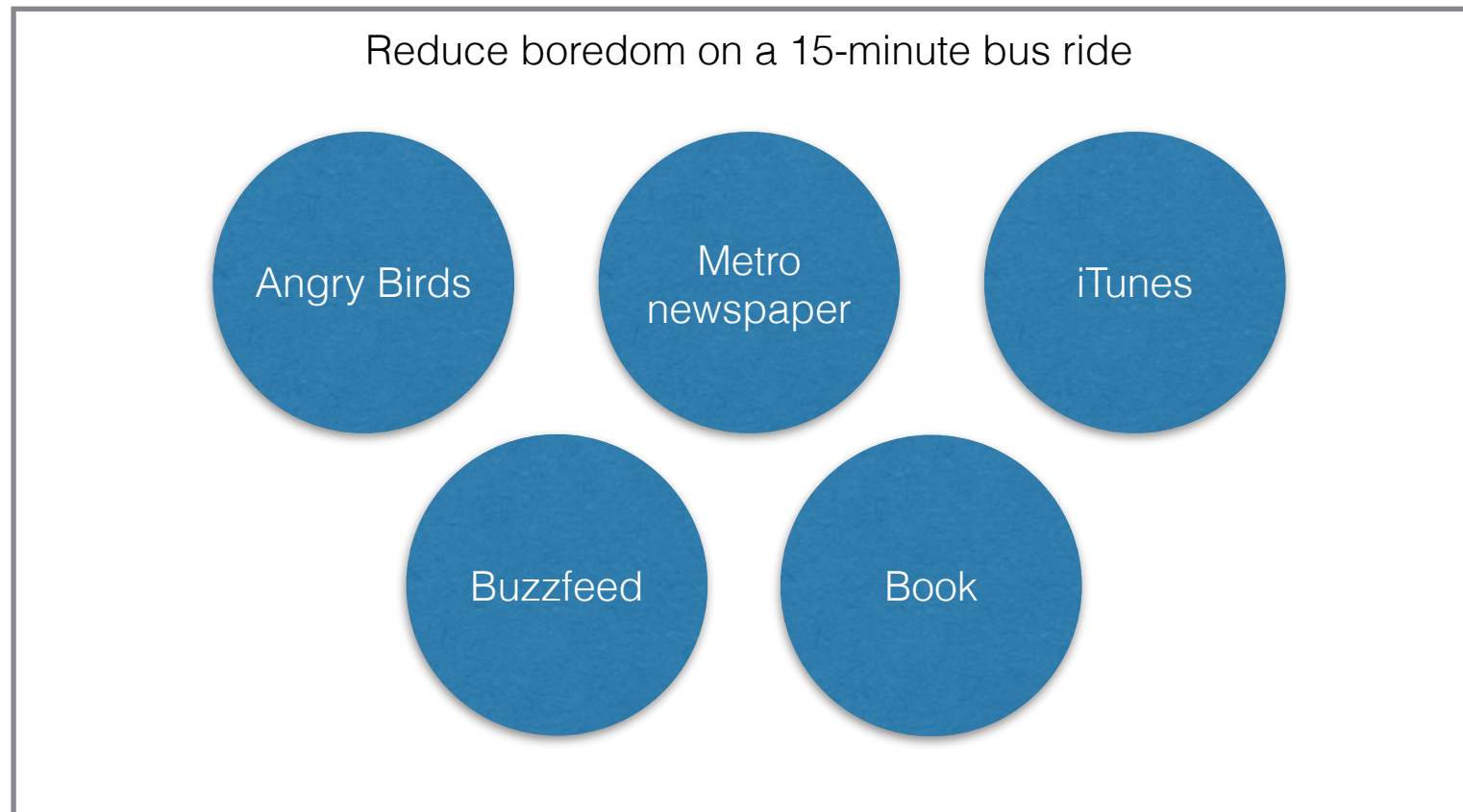
	A	B	C	D
landing page				
section page				
Product Page				
Purchase Complete				

COMPETITIVE ANALYSIS – FIVE WHYS

- “I like using the BBC News app”
 - Why? “It’s really quick to move around”
 - Why? “I only use it in fairly short bursts”
 - Why? “I’m usually using it on my bus ride”
 - Why? “I get bored on my 15 minute bus ride”

COMPETITIVE ANALYSIS – FIVE WHYS

Now who are your competitors?



PERFORMING A COMPETITIVE ANALYSIS

WHY DO WE DO COMP ANALYSIS?

- Identify standard features and best practices
- See how others approach design problems
- Identify opportunities to differentiate or innovate

- Avoid reinventing the wheel



BASIC FORMAT

		Competitors		
		Competitor A	Competitor B	Competitor C
Comparison Criteria	Criterion 1			
	Criterion 2			
	Criterion 3			
	Criterion 4			

MARKET POSITIONING

	Facebook	Twitter	LinkedIn
Business Model	Advertising	Advertising	Advertising, Freemium
Target Audience	People who went to college before 2012	People who think they have something important to say	Salespeople and recruiters
Homepage Headline	Connect with friends and the world around you on Facebook.	Start a conversation, explore your interests, and be in the know.	Join the world's largest professional network.

FEATURE COMPARISON

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

HEURISTIC EVALUATION, QUANTITATIVE

	Facebook	Twitter	LinkedIn
Visibility of system status	5	4	3
Match between system and the real world	4	3	5
User control and freedom	5	5	5

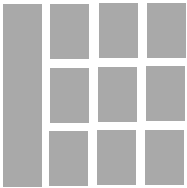

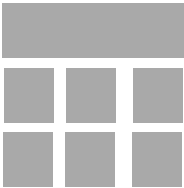
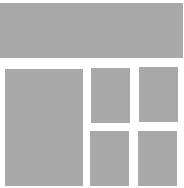
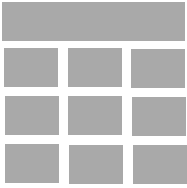
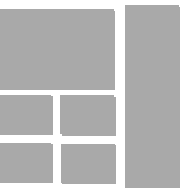
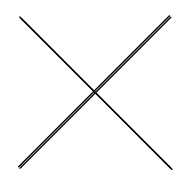
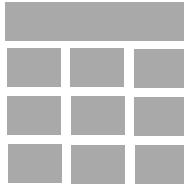
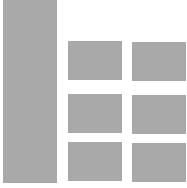

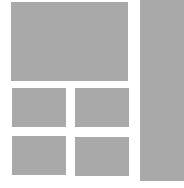
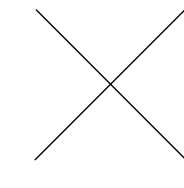
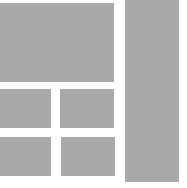
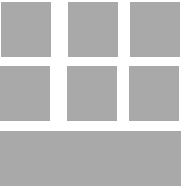

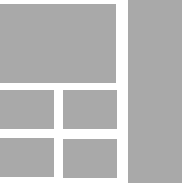
HEURISTIC EVALUATION, QUALITATIVE

	Facebook	Twitter	LinkedIn
Visibility of system status	Notifications available instantly; poor error messaging	Indicates new messages at the top of news feed;	Instant notifications; profile strength indicator, loading icons
Match between system and the real world	Uses real names and faces; terminology is straightforward	Terminology such as “hashtag” and “at reply” unfamiliar to new users	Familiar terminology; uses real names and faces
User control and freedom	Difficult to set privacy settings	Difficult to find people	Can’t see third-degree connections without paying

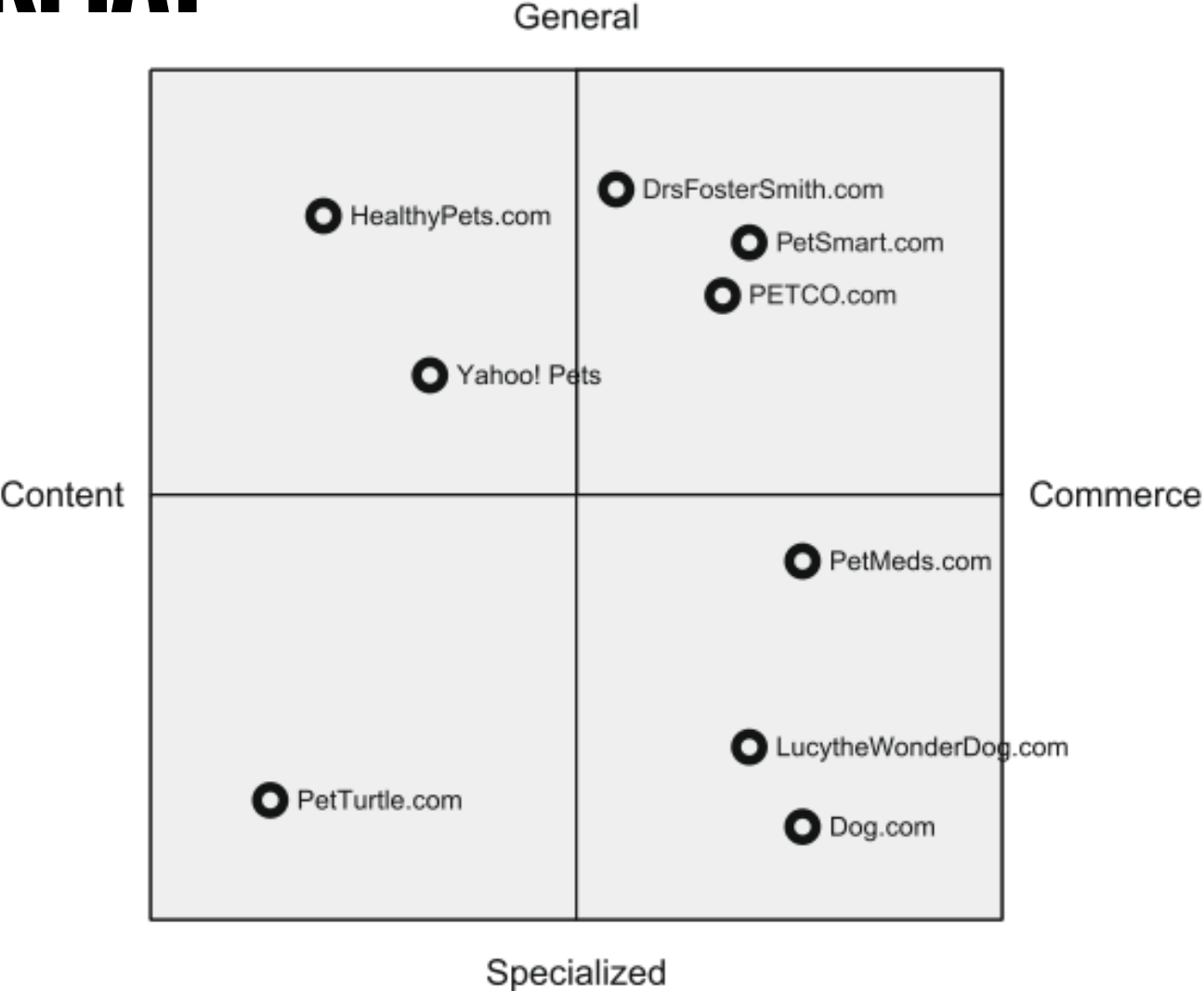
ELEMENT ANALYSIS

	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

LAYOUT COMPARISON

	A	B	C	D
landing page				
section page				
Product Page				
Purchase Complete				

ANOTHER FORMAT



BEST PRACTICES

- Describe your methodology
- User screenshots for support in your report
- Make your report scannable
- Summarize and make recommendations

Q&A

KEY OBJECTIVE(S)

Create a feature comparison chart of freepeople.com and nordstrom.com, based off the homepage alone

DELIVERABLE

Feature comparison chart

AGENDA

10 mins

1. Create a chart that looks like this:

	REI	PATAGONIA
Cart	*	*
Search Functionality	*	*
Featured items	*	*
Social Links	*	*
Credit card	*	

RESOURCES

Pen and paper

DISCUSSION TIME