

Competitor Analysis

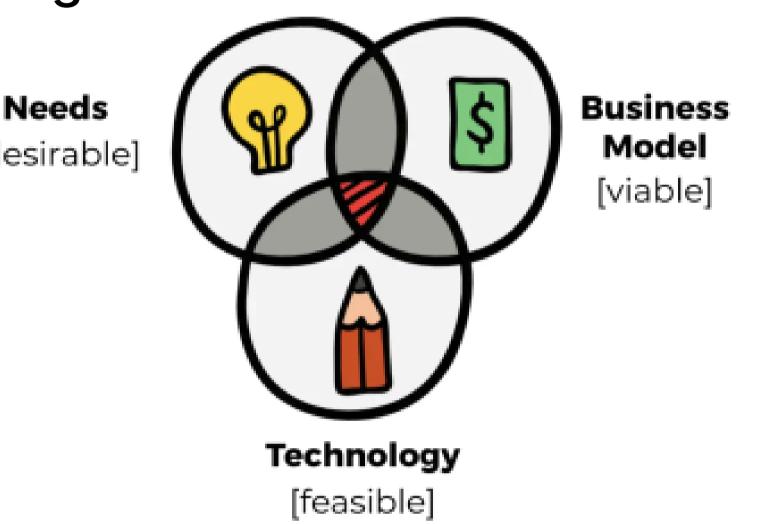
This guideline helps you to build your visual appearance of your project. (based on figma's brand guidelines template)

Template, DIU - Competitor analysis (30/01/2023)

https://mgea.github.io/UX-DIU-Checklist/index.html

How to use the template

- Start identifying competitors: name, logo and information (choose good competitors using different motivations)
- Select features to be analyzed using different criteria



Check and rate features on competitors (yes/no/Maybe...). Try to be clear and objective





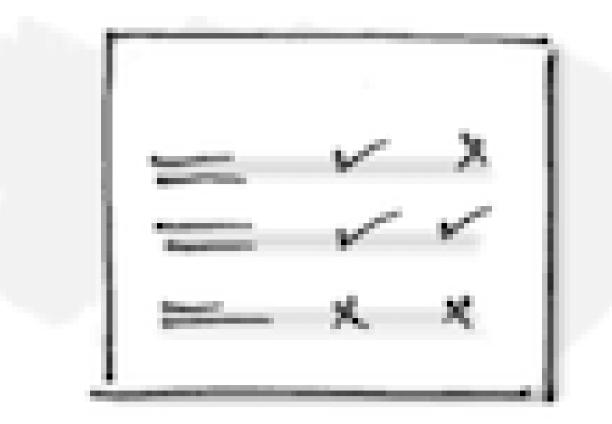
- You can add Post-it notes (or comments) to be more precise in your analysis.
- Add your personal opinion (subjective) as a conclusion, and choose which one is best for you.



+ 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/D

Competitor Analysis





Alboreá

Live Flamenco in the historical Center
https://alboreaflamenco.com



Jardines de Zoraya

Live Flamenco on a gorgeous Garden...



Competitor #3

Short Bio
Website:

ısiness Model			
Offer 1:	Show + Drink: Adults 20€ Children 10,80€ Infant Free	Show: General 25€ Children 15€ Infant Free	
Offer 2:	Show + Dinner: Adults 32€	how + Dinner: Show price + (Menu 35€ or On Demand)	
Time Table	Show and Dinner: 19:00 / 20:45 / 22:15	Dinner 18:30 Show 20:00 / Dinner 20:30 Show 22:30	
chnological Issues			
Issue 1:	The payment is done in an external page	The payment is done in the same webpage	
Issue 2:	The webpage looks ugly	The webpage looks cheap	
Issue 3:	4 Languages available	5 Languages Available	
nctionalyty & Use			
Feature 1:	The page is dynamic	The page is static	
Feautre 2:	The page is mute	Videos with audio are available	
Feature 3:	Scarce Culinary offer	Propor restaurant	
ability			
ability			
Navbar	The more important buttons are highlighted	All buttons look the same	
Review Display	Reviews from users from google maps displayed	Reviews from users of a personal blog displayed	
Methods of payment	Many available methods of payment popular among many tourists	Only one method of payment	
bjective issues			
Strength	Nice videos, Better looks, Actually Cheaper	Webpage with audio show samples, Dining	
Weakness	Ugly color scheme	Cheap-looking	
Conclusions	It Looks fancier and is cheaper so i'd rather go here	had a lot of money i would give a try to the restaurant	