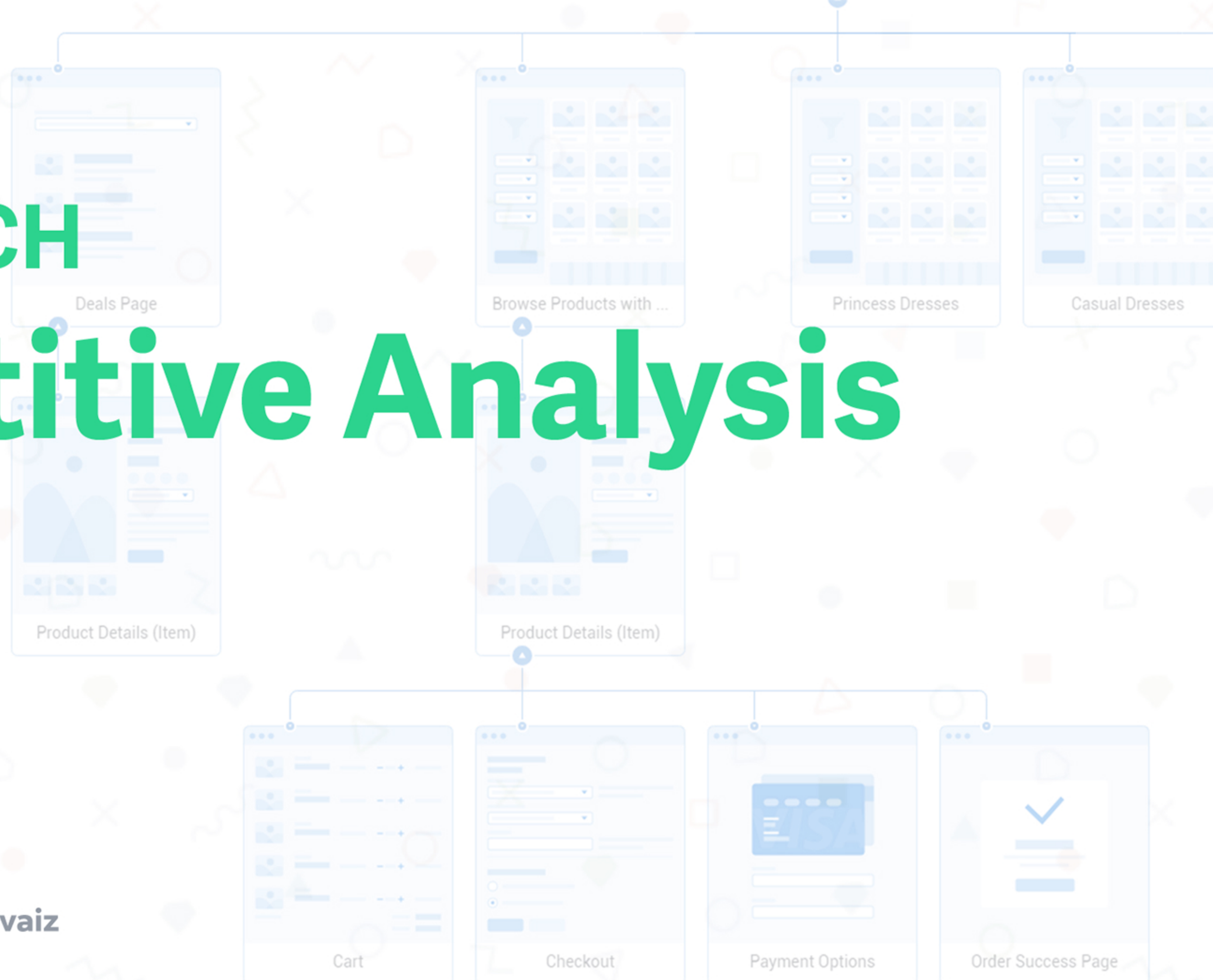


UX RESEARCH

Competitive Analysis

UX PROCESS SIMPLIFIED
A course by : **Muhamad Ahsan Pervaiz**



Competitive Analysis

Whatever we are building, we are mostly facing some competition. If we want to evaluate our product, we need to test it with some good similar product. **(Benchmarking against competition)**

Understand where your product stands in reference to its competition
Understand common practices/standards in that industry

UX Design Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer

Factors you can test with competitors

- Navigation/Information Architecture
- Product Information and details
- Trust and credibility
- Onboarding Login Signups
- Readability - Call to Actions
- Checkout Process

UX Design Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer

How I did Competitive Analysis?

I asked during user interviews to Order something from my competitors. I tested Login, Signup, Checkout process, search features along with Helpline and Trust/credibility questions

We can also get Usability problems and areas you can improve

UX Design Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer