Competitors Analysis

Comparison

	Living Spaces	AFW	Ikea US	ZaraHome	Wayfair
strengths	The choice to shop by main categories (Living Room, Bedroom, Dining, Kitchen, Outdoor, Lighting/Lamps, Decor, Rugs) is a strength. or Shop by style (Modern, Classic, Legend, Mid-Century...) ... hannaa.ali.alsoud Inspirational Content • Sections like " #Decor Tips , Ideas for Your Home" provide inspiration and show how products can be styled in real spaces. hannaa.ali.alsoud Tools like "Build Your Own Sectional" and "Custom Upholstery Program" give users control and personalization. hannaa.ali.alsoud The 3D Room Designer helps visualize products in a room context, supporting better purchase decisions hannaa.ali.alsoud Accessibility statement and features supporting screen readers show inclusivity and care for all users. hannaa.ali.alsoud Dedicated sections for New Arrivals, Deals, and Clearance guide users to fresh or discounted items and banners that enhance engagement strongly . hannaa.ali.alsoud Delivery Options And Payment Options give confidence and flexibility for budgeting. hannaa.ali.alsoud High-Quality Visuals and videos show each item is essential in furniture shopping, and the site does this well. hannaa.ali.alsoud	There's 2 main calls to action • Room Planner • Shop By Category Which avoid that the user could be overwhelmed by too many calls or menus hannaa.ali.alsoud Powerful tools that allow users to design their rooms in both 2D and 3D. Users can arrange furniture, choose wall colors, and flooring, helping them visualize the space before making a purchase. This feature reduces uncertainty in buying decisions. hannaa.ali.alsoud The "Inspiration" page has a good blog with tips for home design that gives customers style ideas . hannaa.ali.alsoud Introduce real pictures from users spaces with their experience strengthen trust and credibility . hannaa.ali.alsoud provides an AR tool/app that lets customers place furniture in their actual home environment at real scale. By offering Qr code for specific items . Makes the shopping experience more interactive and helps users feel confident about their purchase. hannaa.ali.alsoud • The website uses a simple, uncluttered layout that makes browsing easy and intuitive. • Categories are clearly labeled, so users can quickly find what they need. hannaa.ali.alsoud • A big advantage is i didn't have to download an application to use the augmented reality feature . hannaa.ali.alsoud	1. Meeting with designers online or offline for home or commercial designs, available to design a room or a whole project Walid Mehalba 2. Ikea Kreativ • choose a shape and set set precise dimensions for your room • set wall colors and floor tiles • Add doors and windows • add Ikea products to see the final look of your room, add products directly to your cart . Walid Mehalba 3. Ikea Kreativ app • scan your room using mobile app and add products using AR Walid Mehalba Home Page • minimal design • shows today's best deal • shop by room or product Walid Mehalba Ikea live shopping • videos for Ikea products from inside the store. • sidebar beside video showing every product details appears in the video with timeline Walid Mehalba	• Niche design showing brand identity • High-quality photos showing product details Walid Mehalba • Product card has 2 actions: clicking the product takes you to the room with good design, the other picture shows close look for the product details Walid Mehalba	Consistent mobile-first layout; smooth checkout process. ahmedbankouzal AR is well-integrated, prominent "View in Room 3D" button. ahmedbankouzal Fast product pages with reviews, Q&A, and suggested items. ahmedbankouzal strong navigation and filters (by size, material, color) ahmedbankouzal Extensive product catalog with personalization/ recommendations. ahmedbankouzal
weaknesses	Visual hierarchy is not always clear, which can distract users. hannaa.ali.alsoud The top navigation is very large with too many subcategories, making it overwhelming. hannaa.ali.alsoud The site doesn't strongly highlight what makes it stand out . I took sometime to realize the existence option for "Build Your Own Sectional" and "Custom Upholstery Program" hannaa.ali.alsoud The homepage feels crowded. • Too many banners, promotions, and large product images compete for attention. • Lack of a clear focal point makes the experience feel cluttered. hannaa.ali.alsoud The checkout process has too many steps (address, shipping, payment) that could be simplified. hannaa.ali.alsoud Accessibility button does exist but at the end of the page . hannaa.ali.alsoud Missing Augmented Reality feature which is really important in such websites . hannaa.ali.alsoud	I have to create account to complete purchasing hannaa.ali.alsoud No accessibility button hannaa.ali.alsoud Due to the abundance of high-quality content and large images, some pages on the website—especially those with a large number of products—may experience slow loading times, which could cause users to lose patience and leave the site. hannaa.ali.alsoud Not all products have AR option . hannaa.ali.alsoud This message appeared when I tried to make a purchase These limited way of shipping is disappointed . Cart Unavailable Your cart contains items that are not available for delivery to your selected postal code. hannaa.ali.alsoud There may be no clear progress bar to indicate how many steps remain for the user to complete the purcha hannaa.ali.alsoud	• online meetings not available in Egypt website Walid Mehalba • Ikea kreativ not available on website or app scan Inside Egypt Walid Mehalba	• Multiple window popups asking to subscribe or download mobile app • fixed nav bar with no background color, losing contrast while scrolling (hard to read)	strong navigation and filters (by size, material, color) ahmedbankouzal

7-key features analysis

Competitor	Valuable	Accessible	Useful	Usable	Findable	Credible	Desirable
Living Spaces	⭐⭐⭐⭐⭐	⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐	⭐⭐⭐
AFW	⭐⭐⭐⭐⭐	⭐	⭐⭐⭐⭐	⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐
Ikea US	⭐⭐⭐⭐⭐	⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐
Zara Home	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐	⭐⭐⭐⭐⭐