VOCACIÓN360

Benchmarking

Evaluated Competitors

mifuturo 🌎

comparaonline 🧑‍💼

queplan 🧑‍💻

airbnb 🏠

Legend or Symbols

🔴 Most relevant

↑ Increase

➕ Include

❌ Remove

↓ Reduce

Summary information cards with the most relevant data for the user 🔴

Personalized filters based on user profile 🧑‍🔬

Relevant filters by area below the search bar

The boxes containing the options allow for a preview of key information 🧑‍💼

Dropdown comparator available for two or more options, selected via checkboxes 🔴

Number of parameters in the comparison of options 🐉

Search bar with multiple simultaneous parameters 🔴

More key information in the search results 🏠 ↑ ➕

↓ ❌

Buttons on the main page 🧑‍🔬

The format used to present the degree programs is an unattractive table 🧑‍🎓

Number of pre-selected filters upon entry 🐉

The degree profile is presented in an unappealing, text-heavy format 🧑‍🎓

The test questions follow a rather limited format 🧑‍🎓

Required data entry steps for comparison 🧑‍💼

Number of options displayed on screen upon entry 🏠

The test results section is overloaded with unnecessary text. 🧑‍🎓
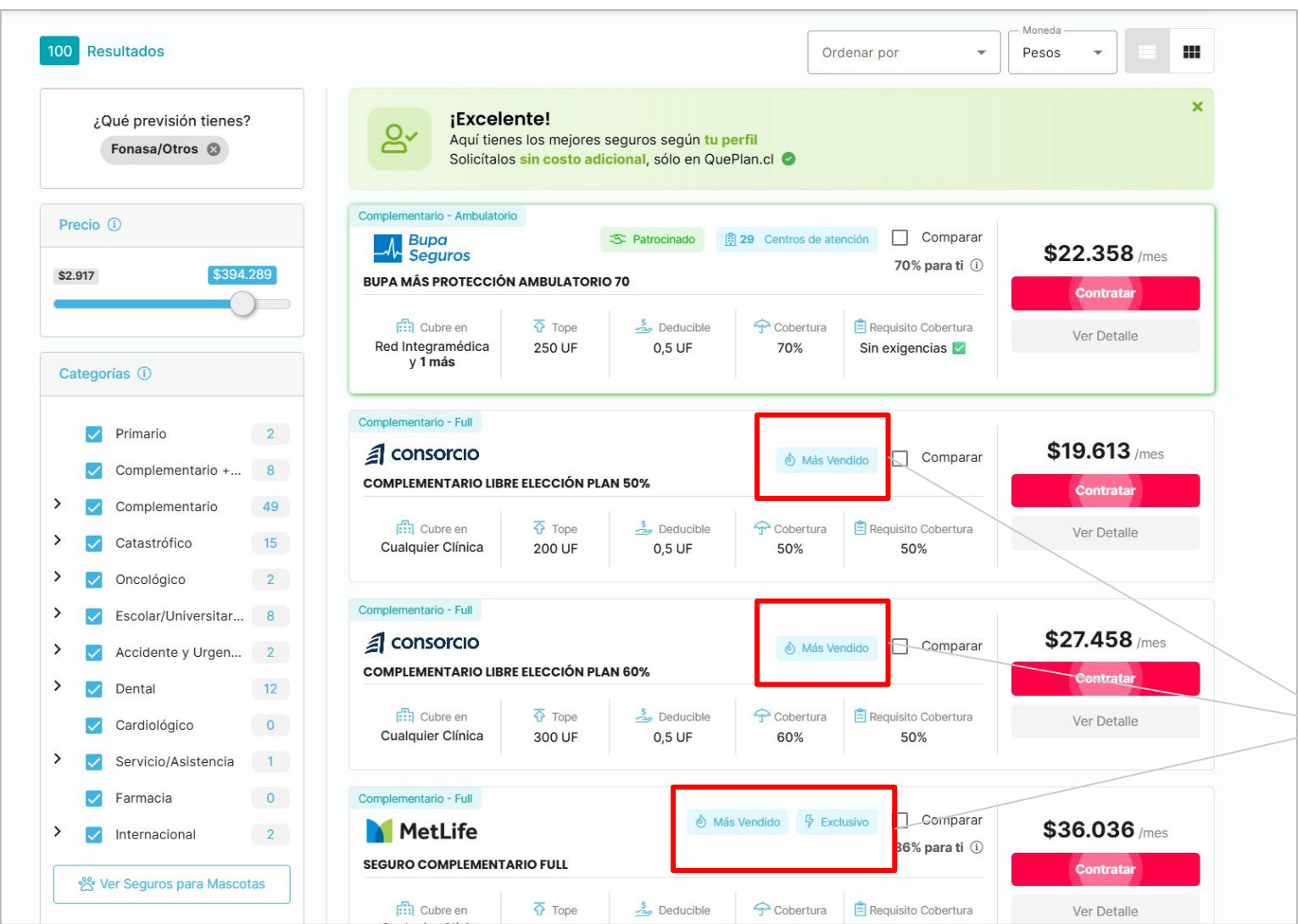

Comparison data

User-relevant parameters

Selected options for comparison

Images and comments about
queplan.cl

The way the site presents the quoted options is a model to follow. Some key points: the options are displayed in boxes of an appropriate size; each box contains key information; by default, the options are sorted by how suitable they are for the user, with the most recommended ones appearing first. This layout allows for a quick and easy comparison between options.
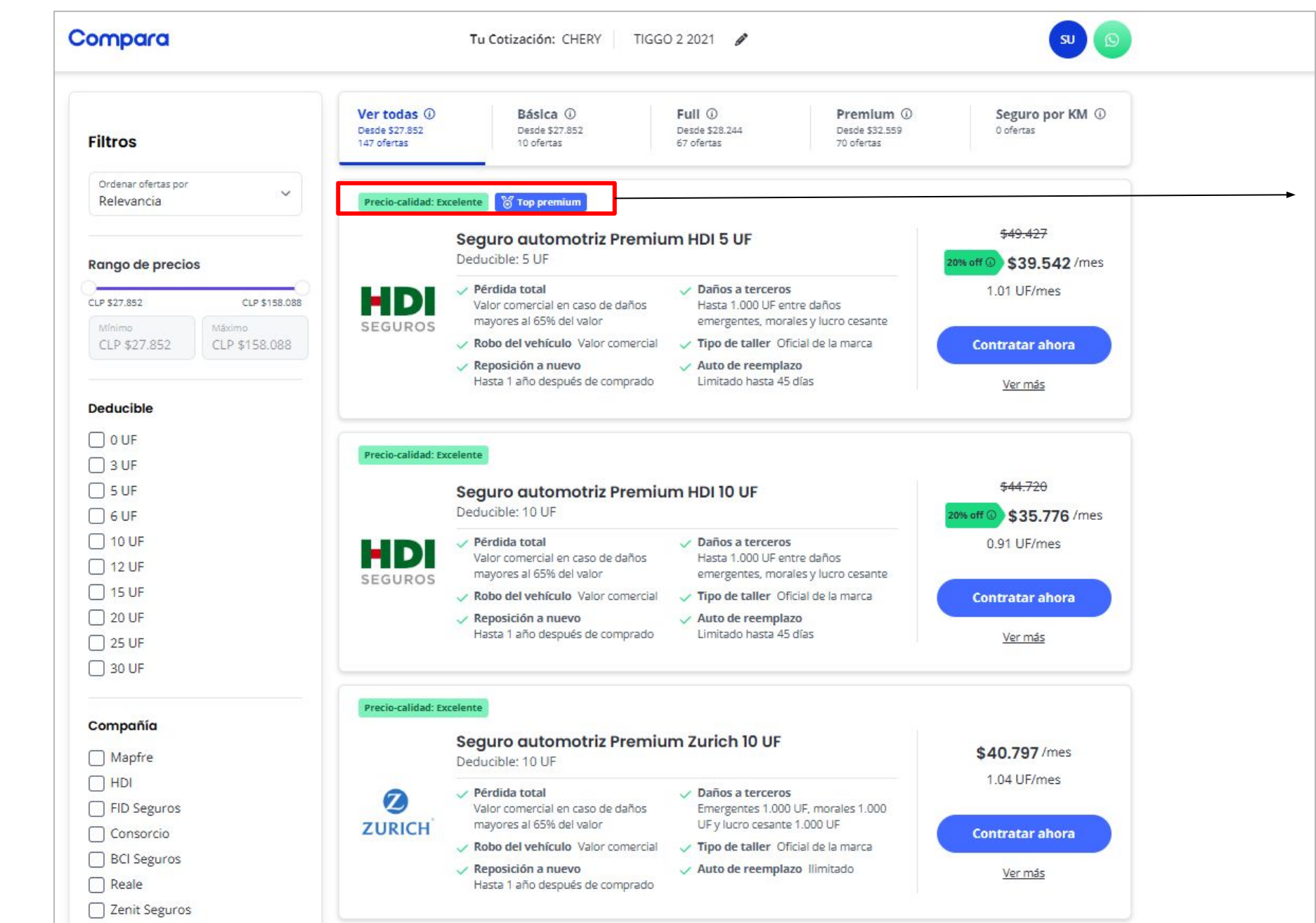
User-relevant parameters

Images and comments about
Comparaonline.cl

Similar to queplan.cl, this site is a good example of how to present a list of results without appearing repetitive, while maintaining an attractive design. Some key aspects to highlight: it uses appropriately sized boxes for each option, displays the most relevant features of each alternative, and organizes the results based on how suitable they are for the user. The interfaces of these sites seem to set a standard of best practices worth taking into account.

Uninteractive search bar

Several information sections with striking colors competing for the user's attention

Softer and more balanced color palette

Images and comments about
mifuturo.cl

Upon entering the homepage, there is a noticeable overload of information competing for the user's attention, with dominant colors such as red, light blue, and gray. Nevertheless, some sections manage to maintain a more harmonious visual balance. The search bar could be more interactive and take up less space within the navigation bar when not in use. There is a small issue with the navigation dropdown menus: when trying to access the lower options, the menu disappears, which can be frustrating for the user.

In general, the site offers valuable information, but its presentation could be better structured to facilitate navigation and understanding.
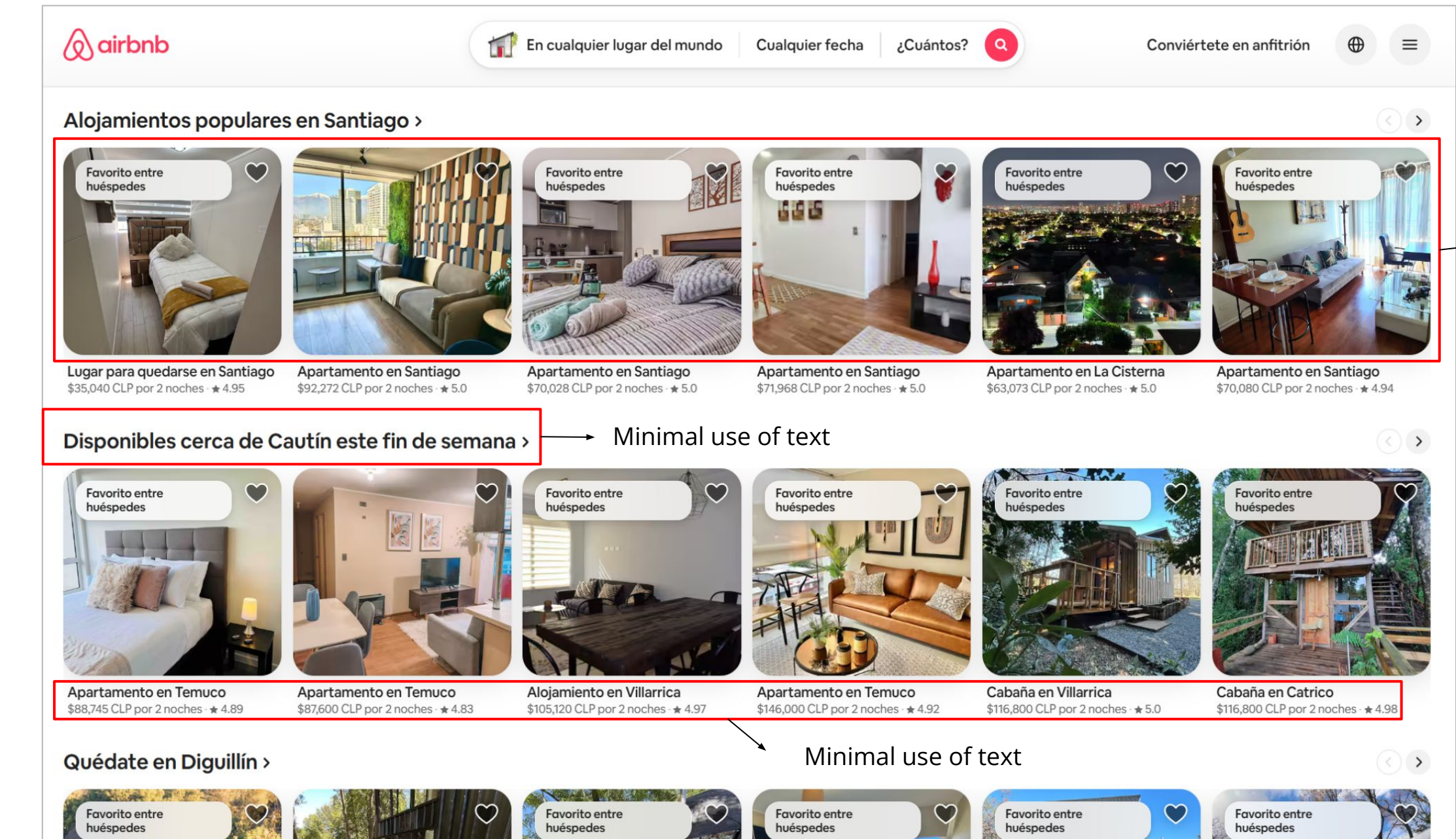

Image prioritization

Minimal use of text

Minimal use of text

Images and comments about **airbnb**

The Airbnb interface stands out for prioritizing images, using text only when strictly necessary. The options on the homepage are displayed in rows organized by various criteria, such as geographic location or popularity.

The browsing experience feels smooth and intuitive. In this case, the element we highlight the most is its search bar, which includes three simultaneous search parameters. Additionally, as you scroll down, the search bar adapts and remains constantly available.