

# Competitor Analysis

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## WHAT IS IT?

A competitor analysis allows you to compare the product you are working on against its competitors, understanding where your product is better/worse, or where your product is unique and marketing should promote. The output of this analysis is usually a report/slide deck.

## WHY DO YOU NEED IT?

There are several reasons why UX may want to perform a competitor analysis, apart from so you better overview of the product landscape, including:

- Appreciate the strengths and weaknesses of your product's competition.
- Focus your efforts in a target market and identify potential user types.
- Evidence when considering product changes.
- Help you solve usability problems: understand how competitors address an issue.
- Compare the visual and language styles.

## WHEN DO YOU NEED IT?

This is an ongoing research effort, it's always important to know how you're sizing up against the competition – identify gaps in the market. However, usually, the analysis is performed very early on in the discovery phase, ahead of any design.

## HOW DO YOU DO IT?

Good competitor analysis relies on good research, understanding which information is most important and the ability to synthesise and make good use of your research findings. Don't forget that the analysis only tells you what exists, not why or indeed if features are used and what the users think of them.

## Research Goals

Be sure to know why you are doing the research and what you hope to achieve. For example if you are looking at customer journeys or how particular tasks are completed with competitors, focus on those.

## Report Structure

Every competitor analysis will be structured differently, but generally cover the following:

- An overview of the product landscape (products, companies, prices, market share, user demographics etc.). Look at a good number of competitors. Don't forget the indirect competitors, those that may not cover the full customer journey but achieve particular stages.
- Product features – avoid never ending lists, ensure your goals keep the analysis focused.
- If possible incorporate user interview findings from users of competitor products.
- Coverage of the content, bespoke content.
- Social media presence (followers, posts, etc.). Don't forget user reviews if they are available.
- Performance, e.g. page load time, the need for plugins etc.
- Training and customer support.
- Visual design and tone.

## Summarise

Summarise the research, use tables and matrices to support any claims made in the report. Be sure to highlight where your product can or could stand out against the competition. Be honest too; identify where the product needs to improve or where you could innovate. Keep the report succinct and more importantly, keep it alive and updated over time. Always ask a colleague to review the report before distributing or presenting it – ensure it's clear (and accurate).

## WANT TO KNOW MORE?

More detail on competitor analysis:

<https://medium.com/user-research/competitive-analysis-b02daf26a96e>

<https://usabilitygeek.com/how-to-do-ux-competitor-analysis/>