

Common Criteria to Compare:

Feature Set

Tone and Copy

Customer Reviews

Speed

Usability

Service

Design Aesthetics

Prices, Products, Services offered

Strengths & Weaknesses of Overall Experience



Competitor Benchmarking

Compare competitors to each other and/or to your product using pre-established criteria.

What do they offer?

What do they do well and not so well?

Do they offer a great user experience?

Direct Competitors


Do exactly what you do/plan to do

Have the same product/service offering.

You may share the same customers base which you can exploit.

Indirect Competitors

Offer a similar kind of product or service, but perhaps their primary Unique Selling Proposition (USP) is something different from what you have.




Identify the Competition

Look at 5–8 direct and indirect competitors. This is manageable when it is time to analyze.

Why?

Having assessed your own relative strengths and weaknesses vs the competition, it can help you more easily identify improvement opportunities.

It can be used to persuade members of your organisation/project team of the need to make changes and/or innovate new solutions.



Analyze the Findings

Following your analysis, it's useful to summarize your learning and potential impact.

But Seriously Why?

Who is competing for your customers & where you can win them?

What products and services they are offering.

Strengths and weaknesses.

Find creative solutions for usability problems.

Unearth inspiring innovative ideas.

Identify potential gaps in the market. How can you differentiate?

Provide reliable evidence when proposing changes to UX.



Why do Competitor Benchmarking?

It's always useful to investigate what's going on externally. You can make more informed strategic and design decisions for your UX.

COMPETITIVE ANALYSIS

	ZARA	H&M	URBAN OUTFITTERS	ASOS	FOREVER 21	GAP	FASHION NOVA
In-store shopping	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Voice search app feature	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual/photo search app feature	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barcode scan search app feature	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

☒ YES

☐ NO

COMPETITIVE ANALYSIS

	ZARA	H&M	URBAN OUTFITTERS	ASOS	FOREVER 21	GAP	FASHION NOVA
MISSION	"Give customers what they want, and get it to them faster than anyone else."	"Drive long-lasting positive change and improve living conditions by investing in people, communities and innovative ideas."	"Build a strong emotional bond with the customer. To do this we must build lifestyle environments that appeal emotionally, and offer fashion correct products on a timely basis."	"To become the world's number-one destination for fashion-loving 20-some-things. ASOS is a unique, multi-platform experience that truly resonates with the people who use it, because it's built by them."	"To provide shoppers with an unprecedented selection of today's fashions with affordable prices."	"To democratize fashion and make shopping fun again. To bring incredible style and quality to families over the world."	"We at Fashion Nova believe the customer is the Star. The girls who rock our styles are adventurous, inspirational and badass. A Nova Star is always the best dressed girl in the room. Her confidence is what truly shines, but her Fashion Nova outfit adds that extra sparkle."
SOCIAL MEDIA	Instagram, Facebook, Twitter, Pinterest, Youtube	Instagram, Facebook, Twitter, Pinterest, Youtube	Instagram, Facebook, Twitter, Pinterest, Youtube, Snapchat, Spotify, Tumblr	Instagram, Facebook, Snapchat	Instagram, Facebook, Twitter, Pinterest, Youtube	Instagram, Twitter, Pinterest, Tumblr	Instagram, Facebook, Twitter, Pinterest, Youtube, TikTok
SUSTAINABILITY EFFORTS	- "Join Life" collection (sustainable materials) - Goal of all organic, sustainable, or recycled material by 2025 - 80% of energy from stores, distribution centers, and offices to be clean by 2025 - Customers can drop off used clothing which is then donated/recycled	- goal to use only recycled or other sustainably sourced materials, reduce water consumption, provide fair and equal jobs	- Urban Renewal line: vintage/upcycled products - eco-friendly/reusable products - little evidence of commitment to reduce their greenhouse gas emissions, minimizing or eliminating hazardous chemicals across their supply chain - goal to use 70% less electricity	- Public commitment to reduce greenhouse emissions - The Eco Edit line - Ethical trade Initiative - but doesn't use many eco-friendly materials in its clothing	- small sustainability efforts such as recyclable bags from stores or \$0.05 donations to American Forests Association - recycling program	- member of the Sustainable Apparel Coalition - uses the Greenhouse Gas (GHG) Protocol to guide measurement and reporting on its carbon emissions - no actions to eliminate the environmental pollution of chromium and other chemicals from leather tanning processes	- no commitment to improving sustainability/ labor conditions - but complies with Supply Chains Act - ultra fast fashion: speed of production is prioritized rather than quality or sustainability of materials/practices
DIVERSITY EFFORTS/ SIZE INCLUSION	- Diversity algorithm to avoid culturally-insensitive designs - commitment to diversity in employment - size range: XXS-XXL	- Hired Head of Inclusion & Diversity after receiving backlash - commitment to diversity in employment - size range: XXS-XXL	- diversity campaign featuring plus size model, trans model, etc - criticized for not including the size of the model in size range - size range: XS-XL - lack of transparency	- regularly promotes different body types, ethnicities, abilities in campaign with unretouched photos - See My Fit tool - includes different ranges: Plus and Curve, Maternity, Petite, Tall	- some racial diversity is visible, but have faced criticism over tone-deaf choices (ex: white model wearing Wakanda sweater) - size range: XS-XL - Plus size line	- commitment to diversity in employment - size range: XXS-XL - maternity line	- promotes body and racial diversity - size range: XS-XL - Curve line (plus size)
ADA ACCESSIBILITY (WEBSITE)	- website feature to increase accessibility (audio text reader, turn off blinking, etc.)	Web Content Accessibility Guidelines Level A and AA Success Criteria	Web Content Accessibility Guidelines Level A and AA Success Criteria	Web Content Accessibility Guidelines Level A and AA Success Criteria - World Wide Web Consortium (W3C), the National Institute for the Blind (RNIB) and the Plain English Campaign.	Web Content Accessibility Guidelines (WCAG)	- statement on website: "we are committed to making our website accessible to customers who use screen readers and other assistive technologies." - no formal guidelines found	- no formal guidelines found

Comparison Matrix (Kateah)

From our competitive analysis and comparison matrix we saw Disney+'s weakest link to be innovative technology and great strength in accessibility. In the comparison matrix we saw that no one had any innovations in synchronized streaming, but fan made extensions were available for all platforms. It seemed an obvious opportunity was being overlooked.

DISNEY+ COMPARISON MATRIX

Based on lowest tier payment plans

	BASE PRICE	STUDENT PLAN	LIVE TV & CLOUD DVR	ADS	USER PROFILES	ADJUST STREAMING QUALITY	# OF SIMULTANEOUS STREAMS	WHERE AVAILABLE	USERS	SYNCHRONIZED VIDEO W/GROUPS	DOWNLOADS	AUDIO NARRATION
NETFLIX	\$8.99	No	No	No	5	From settings	1	Worldwide	139 Million	Extension	No	Yes
AMAZON PRIME	\$8.99	Yes	Partial	Amazon ads	6	From settings	2	Worldwide	100 Million	Extension	Some	Some
HULU	\$5.99	Yes	Yes	Yes	No	While watching	1-2	US, Japan	25 Million	Extension	Yes	Some
APPLE TV+	Free or \$4.99	Yes	Yes	No	5	Limited but easy	6	US, UK	33 Million	Extension	Yes	Yes
HBO NOW	\$14.99	Yes	Yes	HBO ads	No	No	3	US	8 Million	Extension	No	No
YOUTUBE PREMIUM	\$11.99	Yes	No	No	5	From settings	1	US, UK, AU, Mexico, New Zealand, South Korea, Canada	20 Million	Extension	Yes	No
DISNEY+	\$6.99	No	No	No	7	No	4	US, UK, AU, mainland Europe, New Zealand	25 Million	Extension	Yes	Yes

DISNEY+ COMPETITIVE ANALYSIS

Best  Worst

	Affordability	Accessability	Amount of Content	Popularity of Content	UI Design	Multi-Device support	Video Quality	Unique Technology
NETFLIX	Affordable pricing	Can require faster internet speeds subtitles, dubbing, captioning, and descriptive audio to all video content	Good selection. Expensive to acquire, adds and removes content to afford it. About 100,000 movies and TV shows	Popular originals BoJack Horseman, Stranger Things, Orange is the New Black, The Office, Dear White People, Marvel's Daredevil.	Their UI design has become the known convention	Android, Apple, Windows, Roku, PlayStation, Xbox, Chromecast, Amazon Fire TV Stick, Apple TV, Smart TVs	Can require faster internet speeds Basic — HD (480p max) Standard — Full HD (1080p max) Premium — Ultra HD (4K max)	Netflix changes the entertainment industry and started many new innovations but has since become easy to emulate
AMAZON PRIME	Affordable pricing. Comes with books, music, and fast shipping on amazon purchases	Many Prime Video titles include subtitles, alternative tracks, audio descriptions, or a combination of those.	Wide selection 12,000 movies and 6133 Seasons of TV shows	Great content selection and Originals: The Marvelous Mrs. Maisel, Patriot, Fleabag, Good Omens.	Not intuitive	Android, Apple, Windows, Roku, PlayStation, Xbox, Google Chromecast, Amazon Fire TV Stick, Apple TV, Smart TVs	Can change in settings area. Prime Video app will determine the video resolution depending on the quality of your internet connection.	Offers shopping, books, music, audio series, movie rating, Alexa voice control with the Echo, and promises more innovations.
HULU	Low base price	Subtitles Some content compatible with screen readers and provide descriptive audio tracks for videos.	1,650 shows and 2,500 movies	Less popular original-shows. Some popular shows. Greys Anatomy, Parasite, The Handmaid's Tale, Castle Rock, PEN15	Attractive but frustrating. Known for bad UX.	Apple, Android, Windows, Roku, PlayStation, Xbox, Switch, Google Chromecast, Amazon Fire TV Stick, Apple TV, Smart TVs	Can change quality while watching 288p, 360p, 480p and sometimes 720p HD.	Basically Netflix. But less geographic reach. Can customize Hulu with add-ons: Cinemax, Showtime, Starz, and HBO to allow content under one roof and live TV channels.
APPLE TV+	Lowest base price	Easily adjust subtitles and alternate audio while streaming	Sparse programming roster	Few popular titles. Sesame Street, Little America, Dickinson, Truth be Told, The Elephant Queen, The Morning Show, Peanuts - Snoopy in Space	Conventional for Apple users. Based on the old iTunes store	Apple, Samsung Smart TVs, Roku, Amazon Fire TV	The Apple TV 4K is expensive but is the best streaming video available. Limited control over streaming quality.	intuitive and fun user interface using the Siri Remote™. Runs on tvOS™, enabling iOS developers to create apps and games specifically for Apple TV
HBO NOW	Pricey	No audio narration or description services Subtitles	507 shows	Very popular original content: GOT, The Wire, Deadwood Sopranos, Westworld, The Left-overs	Easy to use system, elegant. Many bad reviews based on IA.	Apple, Android, Windows, Roku, Xbox, Google Chromecast, Apple TV, Android TV, Smart TVs	Video quality isn't always the best Jumpy streaming on mobile data	HBO has managed to stay relevant by shifting its business model to HBO Go to compete with streaming services and launching HBO Now to accept those without pay television.
YOUTUBE PREMIUM	Pricey	No audio narration or description services. Variable subtitle quality.	300 hours of video are uploaded to YouTube every minute	Unique, original, relevant and personal content. Most popular shows: Cobra Kai, Wayne, Impulse, Mind Field, Scare PewDiePie	Innovative conventional system.	Apple, Android, Windows, Roku, Xbox, Google Chromecast, Apple TV, Smart TVs	Can change in settings area.	Social features-create, share, review, comment, connect google account. Anyone can create their own content. Can create and share playlists.
DISNEY+	Competitive price	closed captioning, audio descriptions, keyboard navigation, and color contrast subtitle options, Photosensitivity Warnings. and text to speech.	Missing movies, mostly only family-friendly content, missing best originals. 7,000 television episodes and 500 films	Full of original movies and series. Popular favorites.	Missing many quality-of-life features customers expect.	PS4, Xbox One, Samsung & LG devices, Roku, Amazon Fire TV and Fire tablets, Apple TV, Android TV, Android, iOS, Chrome, Firefox, Edge, Chromecast	4K included as standard	Copying other streaming services. Relying on their fame and brand.

Comparison Matrix



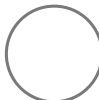
	Airbnb	FlipKey	VRBO	Tripping	HomeToGo
Web Search Engine					
Mobile App					
Past Guest Reviews					
World Map Viewing					
Search Filters					
List of Amenities					
Contact Owner Function					
Ability to Host Your Home					



Fully Included



Partially Included



Not Included

Competitive Analysis



COMPETITIVE ANALYSIS	Homeaway	VRBO	Homestay	Couchsurfing	Airbnb
Home Page Appearance	Minimalistic; Limited color palette; white back-grounds similar to Airbnb	Nearly identical to Homeaway Minimalistic; Limited color palette; white back-grounds	Primarily gray, pink, and orange with a gray background. There are a lot of photographs.	Also minimalistic, but uses a color palette consisting mostly of blue.	Minimalistic; white background with large photo-graphs. The main color is pink.
Cost to List a Space	\$499 per year per listing	\$499 per year per listing	Free; but you pay 15% of your reve-nue	FREE	Free (with fees later)
Strengths	-Can choose a language to view the site in -Customer support -"Help" button	Book with Confidence guarantee -Host insurance -Customer support -"Help" button -Hosts can respond to reviews	-Very cheap prices -Get to know the local culture even more than with Airbnb -The host is there for the duration of your stay -The website lets you choose a language	-Free to rent -Easy to use -On-website messaging -FREE	-Host Protection Insurance -Host Guarantees -Cancellation policies -Superhost -Experiences -Airbnb for work -Listings are free -The host chooses the price -Learn about local cultures
Weaknesses	Fees; high listing costs	Fees; high listing costs; can't rent small spaces -You can only rent whole large spaces, like houses (no rooms)	-Pay 15% of your revenue -No insurance or guarantees provid-ed for hosts -If the renter cancels, the renter has to pay 15% to 25% of the total price	-Anyone can join, so safety is a concern -You have to plan in advance -The website looks out of date and is kind of hard to use	-Hosts can't respond to reviews -Fees
Popularity	Very popular in other countries, but has less hosts and renters than Airbnb	More popular in America, but encom-passes the entire world	Less popular overall than many of its competitors, but somewhat popular among students	-Very popular among people who want a place to stay for FREE	Very popular worldwide, especially in America Over 150 million users
Target Audience	The target audience is of similar demographics to Airbnb, but is in countries other than the US	The target audience of renters resides mostly in America	Students. This is a service similar to Airbnb and the others, but targeted to students	People who are really traveling on a budget; people who want to travel to a lot of different places for short stays	Millennials mostly; people ages 20 to 60 Mostly Americans
Countries/ Regions	Europe; India; Australia	US and worldwide (less)	Worldwide	Worldwide	America and worldwide (less)
Communication	On-website/in-app communica-tion with hosts Customer support	On-website/in-app communication with hosts Customer support	On-website messages; Email/faqs for customer support	In-website/in-App Messaging	On-website/in-app communication with hosts
Main Features	Search; list a space; rent a space; help; trip boards; choose a lan-guage; customer support; choose a language	Search; list a space; rent a space; help; trip boards; choose a language; cus-tomer support; choose a language	Search; list a room; FAQs; Reviews from travelers on the front page; choose a language; choose a type of money	Search; FAQs; makes it easy to travel for free	Search; browse rooms; "Saved," trip, and inbox features in the app

