

# Competitive analysis



# What you'll do

Now it's time to figure out where the user goals and the business objectives meet. A common misconception is to believe that UX design is all about the user. As a UX designer, it's your job to understand the business needs and user needs, and how those fit together.

That's why you'll conduct a competitive analysis.

## Learning outcomes

- Gain an understanding of the competitive landscape
- Align the user and business needs
- Find and target a missed opportunity in the market

## Step-by-step instructions

1. Determine the industry your product is targeting (pg. 2).
2. Search for apps in this industry using the App Store or Google Play that attempt to solve the problem you identified in your **"How might I..." question** (e.g., "feel refreshed in the morning").
3. Write down the name of the first 3 populated apps across the top axis of the **Competitive analysis** (pg. 3). Make sure that these apps have sufficient user reviews, otherwise pick apps that do.
4. List their main features across the left axis. You'll often find features listed in the app description. Alternatively, you can download each app and demo them for yourself.

5. Lastly, fill in the middle cells using “yes” or “no” answers to mark which app has which feature. This will give you an idea of what your competitors have.

6. For each app, pick a handful of 1-2 star reviews and write them down in the **Bad user reviews** sheet (pg. 4).

## Up next

After finishing this method, you’ll have completed your “How might I...” question, Competitive analysis, and Bad user reviews.

The “How might I...” question serves as your north star because it shows the problem you’re trying to solve and the impact you want to have with your solution.

The Competitive analysis and Bad user reviews help you figure out missing opportunities in the market. They also help you determine the basic functionality needed to compete in that space.

Utilizing all of this knowledge, you’re ready to sketch your mobile app solution.

## What industry are you targeting?

E.g., Alarm apps, delivery apps, etc.

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	<b>App #1</b> E.g., Google Flights	<b>App #2</b>	<b>App #3</b>
<b>Feature #1</b> E.g., Price tracking	E.g., Yes	E.g., No	
<b>Feature #2</b>			
<b>Feature #3</b>			
<b>Feature #4</b>			
<b>Feature #5</b>			

# Bad user reviews

**App #1:** E.g., Google Flights

Write bad reviews here

**App #2:**

**App #3:**