

*CAREER***FOUNDRY**

# Competitive Analysis

## Template

# How To Use This Template

This template is meant to provide a flexible framework for the presentation of a competitive UX analysis.

- The template can be customized with your own design.
- Words in [ ] show where to include items specific to your project, however all other writing can be adjusted as needed.
- There are several pages that include different configurations for presenting screenshots and explaining observations of UX strengths and weaknesses. These also include markers that can be placed in the screenshot to draw attention to the specific issues being addressed in the screenshots.
- Each page can be duplicated to accommodate further information or deleted if it's not needed.



# [Project Name]

## Competitive UX Analysis

[Company Name]

[Date]

# Introduction

➤ This competitive analysis will identify and evaluate the key usability strengths and weaknesses of [client's/company's] competitors. The analysis will examine key user experience components by citing instances of best and worst practices from the competitors' websites and will include screenshots as examples. Our exploration of what competitors do well and what can be improved will provide important learnings that can be applied to [project].

➤ The direct competitors that will be covered are

[Direct Competitor A]

➤ The indirect competitors that will be covered are

[Indirect Competitor A]

# Analysis Objectives

In the following, we will review the features and functionality we observed throughout the various competitors' websites and then provide several recommendations that we can apply to [project].

The things we want to learn from this review are:

- Objective 1
- Objective 2
- Objective 3

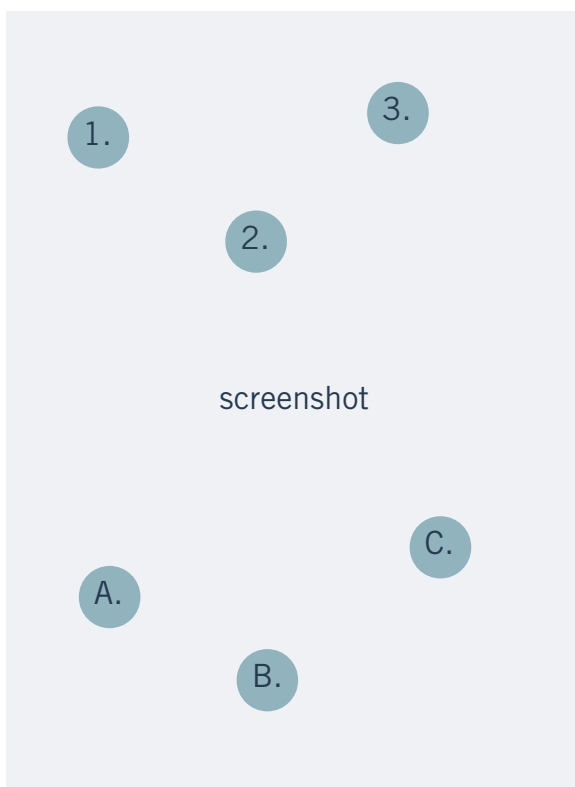
# Objective 1

Explanation of how Objective 1 was evaluated.

# Competitor Name

## Strengths

1. Strength 1
2. Strength 2
3. Strength 2



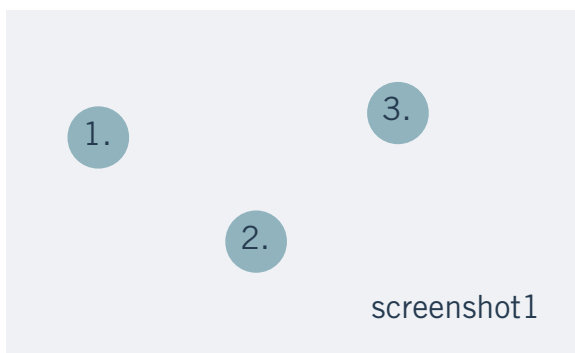
## Weaknesses

- A. Weakness 1
- B. Weakness 2
- C. Weakness 3

# Competitor Name

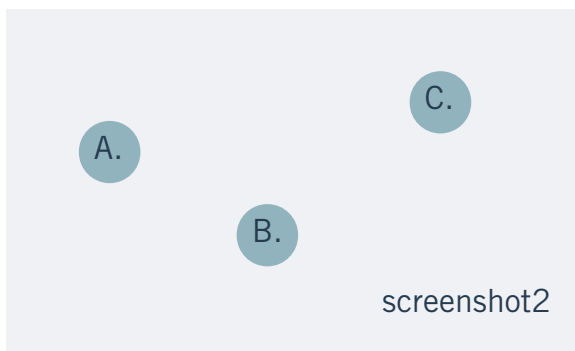
## Strengths

1. Strength 1
2. Strength 2
3. Strength 2



## Weaknesses

- A. Weakness 1
- B. Weakness 2
- C. Weakness 3

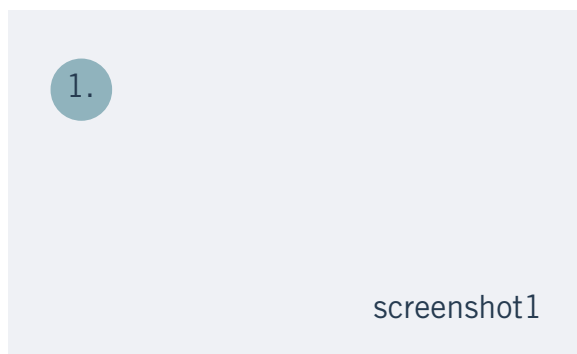




# Competitor Name

## Strengths

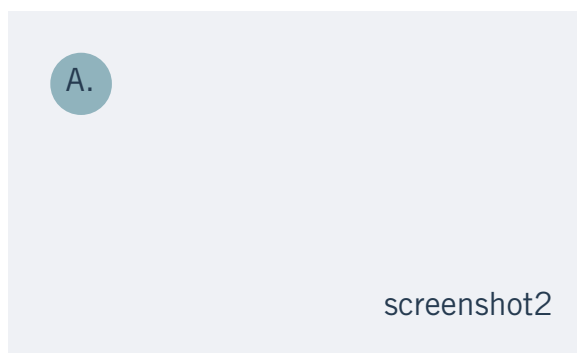
1. Strength 1



# Competitor Name

## Weaknesses

A. Weakness 1



# Key Learnings for Objective 1

Based on our competitive analysis of [Objective 1], these are the key learnings we've identified:

- ▶ Key Learning 1
- ▶ Key Learning 2
- ▶ Key Learning 3

# Recommendations

# Recommendations

Based on our competitive analysis, we recommend applying the following observations to [project]

## Recommendation 1

- Specific application 1
- Specific application 2

## Recommendation 2

- Specific application 1
- Specific application 2

## Recommendation 3

- Specific application 1
- Specific application 2



**Thank you!**