Discover
BENCHMARK ANALYSIS

Benchmarking is about comparing your product with that of the competition. In a few simple steps, you will be able to understand how to stand out and improve your user experience.

PEOPLE	DISCOVER. TIME	ANALYSE - TIME	PRESENTATION - TIME	DIFFICULTY LEVEL
2 - 4	**2-4 HOURS**	**4-8 HOURS**	**1-2 HOURS**	● ● ○

USE THIS METHOD / TECHNIQUE TO
Enhance your market knowledge, compare the strengths and weaknesses of your product to that of your competitor.

THIS IS WHY YOU NEED IT
Improve your product or part of it and stay competitive..

MATERIALS

- None

WHO SHOULD BE INVOLVED

- UX Designer
- UX Researcher
- Product Owner
- Developer

VARIATIONS

- None

RUNNING YOUR METHOD TEMPLATE

STEP 1 - Be focused on your goal

Try to clearly define your goals, what do you want to improve? Is it the registration form that worries you? Is it the general appearance of your application that seems to be aging? If you have the ambition to compare everything, you risk losing yourself in the mass of data.

STEP 2 - Identify your competitors

Start by choosing between 3 and 6 direct and indirect competitors. You will have enough points of comparison, while keeping control.

Direct competitors do the same thing as you, with the same customer base.

Indirect competitors offer a relatively similar type of product or service, but with different communication.

UX TOOLKIT

STEP 3 - Discover the product

Now that you know what you are looking for, and where to look, make a list of the different features using the attached download sheets. You can already give them a note of interest between 1 and 10.

Illustrate these templates with screenshots, photos, or video recordings. You do not have to analyze them yet.

STEP 4 - First UX analysis

It's time to do the pros and cons of your finds. But be careful, to do this make sure to stay focused on the UX. For example, ask yourself:

- What do they offer that really improves the user experience?
- What negatively impacts the user experience?
- How many steps are required to complete key tasks?
- In terms of tone, how do they communicate with the user? Informally, formally, technically?
- Also look at customer reviews, what do they say? Look on the forums, not just the star rating.
- Attention to the speed of execution, is the use of the product fluid and fast?
- Always keep in mind usability, is your journey intuitive? Is it easy to use?
- For accessibility, is the content understandable, readable and accessible to all?
- And above all, is it nice? Does it make you want to recommend the product to your community?

BONUS STEP - User test of competing products

In order to get a better idea of the impact of your competitor's product, you can organize user tests on them. Of course, this means that you will need to increase your research budgets. But tell yourself that the results of this research can be very useful. It's about having a complete view of what might become the key to your product's success.

STEP 5 - Compare your product

Use the template to list the strengths and weaknesses of your product. Just as in step 4, be careful to keep your attention on UX. You can now compare your product to that of your competitor.

Assessing your strengths and weaknesses and comparing them to your competitor can help you identify opportunities for improvement. You will develop a good foundation of work to convince members of your organization of the importance of innovation.

STEP 6 - Share your research

It's time to synthesize the fruit of your research and draw conclusions. You can write a summary of your analysis and the recommendations that follow. Feel free to illustrate your comments and explain in detail the key elements you have discovered. Finally, be sure to communicate to your team what should be placed in absolute priority and why.

In the UX world things can change quickly, do not hesitate to follow up regularly (once a year).

WORLD OF DIGITS

HOW TO USE THE TEMPLATE?

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PRO TIPS TO RUN THE TEMPLATE

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