



SNS COLLEGE OF TECHNOLOGY



Coimbatore-36.

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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

COURSE NAME : 19CSE315 – UI/UX-UI/UX Design

III YEAR/ VI SEMESTER

UNIT – 3 UX AND its Elements Of Design

Topic: Case Studies of Competitor

Mr. N. Selvakumar

Assistant Professor

Department of Computer Science and Engineering



Competitor Case Studies in UI/UX Design

•Introduction: Today, we delve into the realm of UI/UX design by exploring the invaluable practice of competitor case studies. By examining the successes and challenges of industry peers, we aim to glean insights that will elevate our own design process.

•Objectives:

- **Understand Industry Standards:** Analyze how competitors approach UI/UX to align with or differentiate from industry norms.
- **Identify Innovation Opportunities:** Uncover areas where competitors excel and innovate, providing inspiration for our own creative endeavors.
- **Improve Overall Design:** Utilize lessons learned to enhance the overall user experience and design aesthetics.



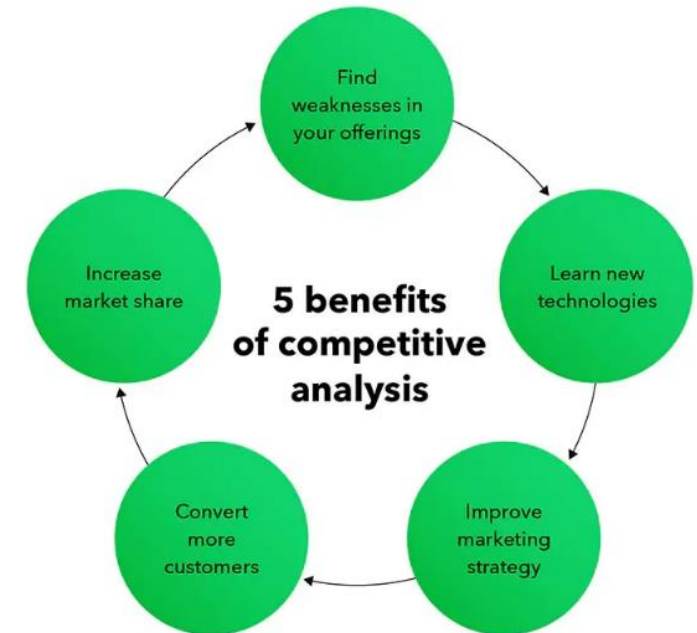
Selecting Competitors & Gathering Insights

•Select Competitors:

- **Direct and Indirect:** Consider both direct competitors within your niche and indirect competitors who may offer unique perspectives.
- **Relevance:** Ensure selected competitors align with your project or industry.

•Gathering Data:

- **UI Elements:** Scrutinize color schemes, typography, and visual elements to understand competitors' design language.
- **UX Journey:** Map out user journeys to comprehend the flow and structure of competitors' platforms.
- **Features and User Feedback:** Evaluate features and gather user feedback to identify strengths and weaknesses.





Analyzing Competitor Data

- User Interface:
 - **Visual Elements:** Examine the effective use of color, typography, and imagery to convey the brand personality.
 - **Consistency:** Evaluate the consistency of design elements across different pages for a cohesive user experience.
- User Experience:
 - **Navigation Flow:** Analyze the ease of navigation and logical information architecture to enhance user journeys.
 - **Accessibility:** Consider how competitors address accessibility concerns for a diverse user base.
- Features and Functionality:
 - **Innovative Features:** Identify unique and innovative features that contribute to a competitive edge.
 - **Usability:** Evaluate the usability of features and functionalities in meeting user needs.





Strategic Insights and Recommendations

•SWOT Analysis:

- **Strengths:** Showcase how competitors excel in certain areas, whether it's a seamless checkout process or engaging visual design.
- **Weaknesses:** Highlight areas where competitors may fall short, providing opportunities for differentiation.
- **Opportunities and Threats:** Discuss potential areas for improvement and external factors that may impact the competitive landscape.

•Benchmarking:

- **Industry Trends:** Compare competitors against current industry trends to set benchmarks for design excellence.
- **User Expectations:** Align design choices with user expectations to ensure a user-centric approach.

•Ideation and Innovation:

- **Creativity:** Encourage creative thinking by exploring new possibilities inspired by competitor insights.
- **Differentiation:** Emphasize the importance of differentiation to stand out in the market.





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