

## IS 214 Needs Assessment and Evaluation of Information Systems

### Competitive Evaluation

© Copyright 2001 Kevin McBride

### Competitive Evaluation

- Usability Plan
- User Analysis – Identify participants
- Task Analysis – Identify important tasks
- Field Studies – Inform scenarios, prototype
- **Competitive Evaluation**

### Competitive Evaluation - When

- Anytime
- Early in the cycle
- After you have identified your focus
- After you have identified competitors

### Choosing Competitors

- Who has the greatest market share?
- Who are your target users likely to compare you against?
- Who's design is similar to your ideas?
- Who is solving a similar problem for users?

### Competitive Evaluation - Objectives

- Similar to design exploration objectives
- Generate design ideas
- Identify competitor strength and weakness
- Relative strengths and weakness

### Method Overview

- Competitor product / web site
- If you are comparing side-by-side and only have a paper prototype of your design, use screen captures of the competitor
- Design exploration methods
  - Scenarios, goals, questions, facilitator interaction

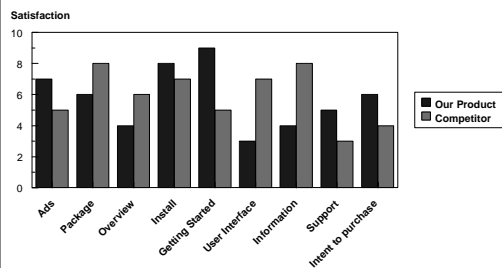
## Method Variations

- Design exploration
- Heuristic evaluation
- Expert evaluation
- Side-by-side comparison
- Group walkthrough

## Questions

- All design exploration questions - plus
- Which product do you prefer for this task?
- Why do you prefer it?
- Which of these products would you buy?

## Comparison Chart



## Getting Competitor Products

- Purchase the product
- Get a demo/beta version of the product
- Get access through a customer visit
- Get access through a business partner
- Leverage existing contract with competitor

## Legal Issues

- Some license agreements do not allow for competitive evaluation
- Copyright, patent, trade secret restrictions
- Laws against comparative advertising
- Do not simply copy other products
- Keep a list of who had access to competitor

## What's Important

- Identify competitors
- Compare competitors side-by-side
- Compare with your design side-by-side
- Avoid copyright infringement