

**Usability Engineering**  
**Dr. Debayan Dhar**  
**Department of Design**  
**Indian Institute of Technology, Guwahati**

**Module - 08**  
**Lecture - 27**  
**Competitive Analysis and Preparing for Design Briefing**

Welcome to module 8 lecture number 27, in this new module we are going to discuss about Competitive Analysis and Design Brief. See until now we have discussed about from start we discussed about usability and we discussed about the historical foundations of usability. We have discussed in detail about the design process and various techniques and tools and methods for requirement, data gathering methods, specifically user study.

We also talked about various user study techniques that are qualitative and quantitative in nature right; we discussed about various cognitive issues. So, in the design process once this user study is carried out what you get as an insight from your user study are the names of various competitors that your customers are using. So, they might tell you that I am I am using this product, I am using that product and from these insights you know that these are your competitors right.

So, post user study or as you are doing user study you can start doing a competitive analysis. Now, why we are doing competitive analysis? We are doing competitive analysis in order to assess the competition that exists in the market across the products that are lined up to address similar kind of requirements or requirements which we want to focus on ok.

So, we must assess them and we must assess them in order to understand how difficult would be for us to position a product that would address this specific requirements that we have identified. And it is because of this situation or because of this kind of issue that we intend to design a product that we want to launch it in the market. And our objective is that this product must succeed the competition, it must stand out while competing with the products that already exist. And this product may be directly competitors maybe the direct competitors or can be indirect competitors.

So, in order to do that, we must conduct competitive analysis; so, welcome to this new model. So, we will discuss about these techniques, various frameworks, various analysis techniques that generally designers use to identify their competitors as well as to use some

matrices in order to analyze their performance analyze their positioning in the market. And once you have the insights from user study you have insight from your market study often market studies are is the terminology that is being used by designers, but the essence is to conduct a competitive analysis.

And we get the insights from these both then we know the specific brief on which our conceptualization stage will proceed. That means, we know the exact state where we are going to come up with a design intervention and we generally term as design brief. Design brief is absolute necessary for us, because in order to ensure that all our group members are on the same plane.

We all know that this is the situation for which we are designing, this is the specific requirement for which we are designing we must have a statement that is being called as design brief. And this statement will guide our process of innovation innovating a design intervention right. So, we will discuss in this module about all these techniques in detail let us begin.

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**Competitive Analysis**

- One of the critical steps when developing a new product is finding out where you stand with the competition. Competitive analysis is a necessary part of the design process to help businesses gain valuable insight into the market, identify the strengths and weaknesses of their products, and develop effective product strategies to create winning results.

The diagram below the text shows 'Market forces' with an arrow pointing to 'Demand/Practices'. Below 'Demand/Practices' is 'Benchmarks' with an arrow pointing up to it. To the right of 'Demand/Practices' are 'Competitors' and 'Strategies' with arrows pointing to it.

Dr. Debayem Dhar  
Department of Design

See one of the critical steps when developing a new product is finding out where you stand with the competition. Competitive analysis is a necessary part of the design process to help businesses gain valuable insight into the market, identify the strengths and weaknesses of their products, and develop effective product strategies to create winning results. If you see here what we have discussed you would realize that the focus is on this competition; that means, to understand the market forces.

And this tells a lot about the demand, this tells a lot about the practices, this tells a lot about the benchmarks by whom by our competitors. So, in short, the focus is on identifying the market forces; because, if we failed to define this market forces correctly then probably the product that we are going to design would also fail. Let me give you a story of the Britannica Encyclopedia, I often do give an example of this Britannica Encyclopedia.

I am not sure whether do if you remember when we were kids in book fairs or even in our homes sellers from these organization used to come with big books. And they used to sell these books to households specifically where you have kids. And these were wonderful books it focuses on a particular topic and it is an encyclopedia you can understand everything about that particular topic would be there as a binded book material and you were supposed to buy that from that person.

So, this organization failed to correctly identify that when internet age came the internet itself would be its competitor; they fail to understand this. And one of the reasons why you do not see these organizations selling the books again and their entire product lined up died is because the advent of internet gave rise to numerical numeral content generators.

And the most famous of them is the Wikipedia, you do not need to buy; you have an internet, you have it in your mobile, you can access the pages and understand about a product, about a theme, about a content, about anything that is what we need to remember. You are designing a product that should last and the objective for your stakeholder to design this product is to get return on investment.

He has committed an investment by creating a team ensuring you resources so that you can come up with an intervention with the product that would be sold in the market or somehow it would earn revenue from the market. You might have also studied about break-even you know the point where the amount of money that was invested is being recovered from the product. And then it goes towards a phase where you start earning revenue based on post whatever you have invested.

So, if that is the motive then you must ensure that your product is successful to a certain extent; so, that return on investment is guaranteed, it is a market driven economy. And therefore, it is of paramount importance to your stakeholder that the market forces need to be understood by the design team. The design team must understand what works, what the

market has given to your users to your actual users, what kind of features they have been fed with, what kind of practices they have been exposed with.

Because, without knowing these customs, without knowing these practices that are already prevailing; if you design something which is way below this your product is going to fail, even if you are you have rightly identified the requirement. So, it is therefore, important for the design team to understand the market forces correctly.

To understand the demand, to understand the practices, the strategies right, and to understand the benchmarks, and you can do all these thing by analyzing the competitors their products that are being there in the market.

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**Competitive Analysis**

- A competitive analysis can help you learn the ins and outs of how your competition works, and identify potential opportunities where you can out-perform them.
- It also enables you to stay atop of industry trends and ensure your product is consistently meeting — and exceeding — industry standards.

Dr. Dibyanshu Sheel  
Department of Design

Now, a competitive analysis can help you learn the ins and outs of how your competition works. And it helps you to identify potential opportunities see, it not only helps you to understand the practices or the trends that are being currently going in the market or the features to which your customers have been exposed to. It also allows you to understand the opportunities gaps yet to be fulfilled, frustrations.

And these are the opportunities where you can outperform your competitors right you can outperform them. It also enables you to stay a top of industry trends and ensure that your product is consistently meeting and exceeding the industry standards.

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**Benefits of Competitive Analysis**

*Differentiator*

- Helps you identify your product's unique value proposition and what makes your product different from the competitors', which can inform future marketing efforts. Assess where your product or design stands in the market
- Enables you to identify what your competitor is doing right. This information is critical for staying relevant and ensuring both your product and your marketing campaigns are outperforming industry standards.
- Define any gaps in the market
- Identify the advantages and disadvantages of your products

Dr. Siddharth Shear  
Department of Design

Some of the benefits of conducting a competitive analysis are, that it helps you identify your products unique value proposition. See the unique value that your product will bring into the life of your customer, your user should find the product as a utility product. There should be a meaningful meaning associated with the product that you are designing, there should be a value and value can only come when the product is considered as a utility product by your actual users.

And what makes your product different from the competitors this the differentiator is very important is it not? Do not you consider because something has to be there that speaks out or stands out when your product is displayed, your product is compared along with your competitors, there should be something that stands out. And this is that feature which will attract your you the market share, this will attract loyal customers for your product which can perform future marketing efforts.

So, see everything is interlinked right from when you see new designs, new cars, new products, life lifestyle products, accessories even software products are coming. There is always this idea that something that stands out is being highlighted in the marketing aspect of the when the product is introduced. Assess where your product or design stands in the market, the standing of the product in the market.

This enables you to identify what your competitor is doing right, this is a good phase where you analyze the competitors and understand what they are doing right. This information is critical for staying relevant and ensuring both your product and your marketing campaigns

are outperforming industry standards. So, it helps you in defining gaps in the market, it helps you in identifying the advantages and disadvantages of your products.

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### Benefits of Competitive Analysis

- Tells you where your competitors are falling short — which helps you identify areas of opportunities in the marketplace, and test out new, unique marketing strategies they haven't taken advantage of.
- Learn through customer reviews what's missing in a competitor's product, and consider how you might add features to your own product to meet those needs.
- Provides you with a benchmark against which you can measure your growth.

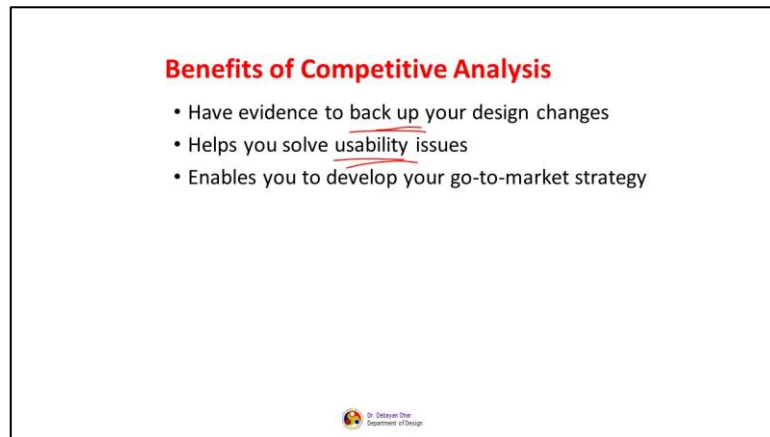
 Dr. Debajyoti Dhar  
Department of Design

It tells you where your competitors are falling short right, which helps you identify areas or opportunity areas. Because, you have also seen that the when we were discussing about the journey maps you had the focused section on identifying the opportunity areas, your competitive analysis also helps you to identify that.

And test out new unique marketing strategies that have not taken advantage off. It helps you to learn through customer reviews what is missing in competitor's product and consider how you might add features to your own product to meet those needs consider the Amazon.

In Amazon you have so many products listed, get into any product that is highly rated or poorly rated and you will see the feedback of the customers. If you even read those feedbacks, you will understand the frustrations of the customers using that product. You would be able to understand what are the needs the requirements that your customers intend to have from that kind of products. And it provides you with a benchmark you know against which you can measure your own growth, growth of the product.

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It helps you to have evidence to back up your design changes, because once you have these rationales that taking a particular design feature is not taken well or considered well by your customers then that can act as a cue for subsequent innovation in that design feature. It helps you solve usability issues; you can directly understand usability issues from its analysis and also from the feedback of your users. And finally, it enables you to develop your go to market strategy see.

So, conducting a competitive analysis is so important for our design process, for informing the design process about the innovation that is going to take place during the conceptualization stage. It also helps us to redefine our design brief, we might have a design brief from a or a requirement or an opportunity area from a user study. But then, once we conduct the market study, we know ok all these things are already being addressed and people are happy with this.

Let me see what people are not happy or what is yet to be addressed. And then you redefine your design brief or opportunity area and put it right for the innovation to take place right, these are some of the benefits of conducting competitive analysis.

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**When should you do a Competitive Analysis ?**

- Performing a competitive analysis should be one of the earliest research steps in the UX design process. Competitive analysis should begin before working on a new design and continue for the project's duration since new competition may emerge and market conditions will continue to change throughout the design process.

*CHANGE → Constant*  
*Human behaviour - ever changing*  
*Market ← →*

Dr. Debayan Dhar  
Department of Design

The next question that we would like to discuss is when should you do a competitive analysis? See performing a competitive analysis should be one of the earliest research steps in the user experience design process or the iterative design process that we have discussed earlier. Competitive analysis should begin before working on a new design and it should continue for the projects duration since new competition may emerge and market conditions will continue to change throughout the design process.

This is something which has to be needs to be remembered and kept in mind when you are into the design process. Change is what is constant in this world, whether if you remember our discussion on human behaviour that human behaviour is ever changing. We have now understood that your market which is based on this is also ever changing and it will continue to change. And therefore, it is important that you keep this in mind and continue studying your market throughout your design process.

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**How to conduct a Competitive Analysis ?**

To get started on your competitive analysis, define your goals, access the competition, and start comparing products with these steps:

1. Outline your goals and define your product. Ask yourself, why are you doing this competitor analysis and what do you hope to achieve? Be specific in your goal and design focus to keep your analysis on track.
2. Compile a list of your direct and indirect competition. Create a table with 5 to 10 direct and indirect competitors. Categorize them based on priority in this order:

Dr. Debayan Dhar  
Department of Design



Now, how to conduct a competitive analysis? So, to get started on your competitive analysis first define your goals what are your goals, access the competition, and start comparing products with these steps and the steps are if you can see in this slide. First, outline your goals and define your product. You can ask yourself why are you doing this competitive analysis and what do you hope to achieve?

What are your intentions, what do you understand to know, what are the focus that you are that is driving your intention to conduct this analysis, be specific in your goal and design focus to keep your analysis on track. Second, compile a list of your direct and indirect competition; this is very important, somebody can directly affect you and there are some products which can be indirect competition to you we will discuss that later. You can create a table with 5 to 10 direct and indirect competitors categorize them based on priority in this order.

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**How to conduct a Competitive Analysis ?**

2. Compile a list of your direct and indirect competition. Create a table with 5 to 10 direct and indirect competitors. Categorize them based on priority in this order:

- **Direct competition:** These companies offer the same products and services at similar price points to satisfy customers' needs.
- **Indirect competition:** These companies offer different products or services in the same market that can potentially satisfy the same need.

 Dr. Bhanu Pratap  
Department of Design

Like you compile a list of direct and indirect competition and then you compile the list in terms of who are the direct competitors, who are indirect competitors. Now, by direct competition we mean those companies that offered the same products and services at a similar price points to satisfy customer needs. By indirect competition we mean these companies that offer different products or services in the same market that can potentially satisfy the same need ok. One focusing on the same product the other different products, but satisfying the same need.

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### How to conduct a Competitive Analysis ?

3. Create a comparison chart of the competitors' product features. Include a list of features and other UX elements that would be most useful to consumers using your product including:

- User interface
- Images
- Filters
- Sorting
- Load time
- Responsiveness

*Handwritten notes:* "USP Evaluation", "Primary Activities", "Secondary activities", "Target user group", "alter your own requirements", "COmparable good exper UI elements".

UX/UI	MenuLog	Food Taxi	Uber Eats	DeliverEasy	Food Ninja
Images	Yes	Yes	Yes	Yes	Yes
Filters	Yes	Yes	Yes	Yes	Yes
Sorting	Yes	Yes	Yes	Yes	Yes
Order Spn	Yes	Yes	Yes	Yes	Yes
Address	Yes	Yes	Yes	Yes	Yes
Reviews	Yes	Yes	Yes	Yes	Yes
On Page	Yes	Yes	Yes	Yes	Yes
Dev	Yes	Yes	Yes	Yes	Yes
Load Time	Yes	Yes	Yes	Yes	Yes
Responsiveness	Yes	Yes	Yes	Yes	Yes

*Dr. Siddharth Dhar, Department of Design*

Third, you can create a comparison chart of the competitors' product features, you can include a list of features and other user experience elements that would be most useful to consumers using your product. And these features should include user interface which is very very important for you because, we are here designing software products right Images, filters, sorting, load time, responsiveness these are some of the things, but this list can be altered; you can you can alter these according to your own requirements.

See many a time what you see here is a compilation of many of this chart, you can see on the top you would see the various products like Menulog, Food Taxi, Uber Eats, DeliverEasy, Food Ninja, like this. And then you have the features which that are listed in order to compare them; like, design, images, filters, sorting, search results you know and some more features can be added development also you can look into place.

What kind of languages they have used loading time and the responsiveness of the product. So, now, apart from this some of the features which I do encourage my students to use is the concept of unique selling proposition. That means, each product has a unique selling proposition, whenever you go to Google whenever you go to say any food delivery online products mobile applications; there is a main feature there is a main activity which they cater to apart from that there are multiple activities.

And these unique selling proposition can be classified as something which is focusing on the primary activities of the products. You can identify that across your competitors you can also identify their secondary activities right. You can also identify the target user group based on the features that they have, you can identify the user elements, user interface

elements, what kind of color palette they have used right. What kind of a grid system they have used, what kind of UI elements they have used right?

And when you stack them across your competitors you would know the pattern that gets generated across the study, what each of them is focusing into?

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### How to conduct a Competitive Analysis ?

4. Identify the differences between products. Use the comparison chart to identify the differences between your product and the competitors' products.

Feature/Company	Our Product	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Strengths	Faster performance due to new technology	Seamless onboarding experience, great design	Uses social media to their advantage	Great design, usability	Emphasizes security
Weaknesses	Not much social media presence	Not much interaction with customers	Documents hard to navigate	Sporadic social media presence	Language is formal, not user-friendly
Pricing	\$800 per month	\$800 per month	\$900 per month	\$850 a month	\$950 a month
Social media	Twitter, Instagram	Blog posts, Twitter	Blog posts, Instagram	Blog posts, Instagram, Twitter	Blog posts
Onboarding experience	Moderate number of steps to sign up	Smooth instructions	Not much support after first step	Seamless, very few steps involved	Moderate number of steps

*navigation intergration micro-strategies*

Dr. Debasen Dhar  
Department of Design

Fourth you identify the differences between the products, you can use the comparison chart to identify the differences between your product and the competitor's products. For example, you can say this is something our product you need not fill it here like this, but you can say competitor 1, competitor 2, competitor 3 and competitor 4. And then you can say what are the strengths, their weaknesses, their pricing, their social media strategy, their on boarding experience.

You can also talk about the navigation, you can also talk about their interaction types, their micro introduction strategies, micro interaction strategies we will discuss that later in later modules so on and so forth. And then create comparative table in order to understand your competitors with respect to the features in a vivid and detailed way.

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### Competitive Analysis Frameworks

#### 1. SWOT Analysis

The SWOT framework helps you evaluate the internal (Strengths and Weaknesses) and external factors (Opportunities and Threats) that impact your business or a course of action.

SWOT ANALYSIS			
S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Internal factors that give you an advantage	Internal factors that work to your disadvantage	External factors that pose opportunities	External factors that pose threats
<b>Examples</b> <ul style="list-style-type: none"><li>• Brand reputation</li><li>• Access to skilled staff</li><li>• Company culture</li><li>• Industry relationships</li><li>• Location</li></ul>		<b>Examples</b> <ul style="list-style-type: none"><li>• Number of alternatives</li><li>• Demand</li><li>• Availability of financing</li><li>• Cost of raw supplies</li><li>• Political climate</li></ul>	

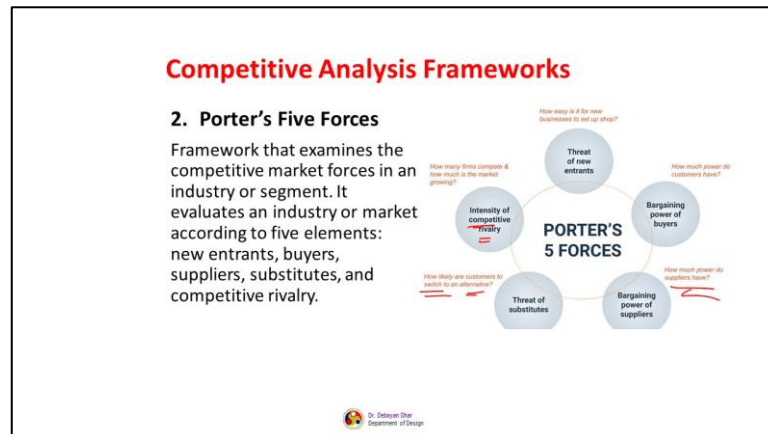
Dr. Debesh Das  
Department of Design

Some of the frameworks are extensively used here and we are going to discuss about this frameworks in detail here. One of the major framework that you would see that designers choose to use during competitive analysis is this is conducting a SWOT analysis. Now, what is the SWOT analysis? The SWOT analysis framework helps you evaluate the internal strengths and weaknesses and external factors the opportunities and threats.

So, strengths and weaknesses are the internal factors, and opportunities and threats are the external factors that impact your business or a course of action it can be an activity or a business. What you see here in the image is a SWOT analysis strengths internal factors that give you an advantage, weaknesses, internal factors that work to your disadvantage.

This can be examples like you know brand reputation, access to skilled staff, company culture, industry relationships and location. Some of the external factors like opportunities and threats are examples number of alternatives, then demand, then availability of financing, cost of raw supplies, political climate so on and so forth. You know this is based on your interpretation; this is one way of doing analysis of your competitors.

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The second one is the Porter's five forces. Now, Porter's five forces is a framework that examines the competitive market forces in an industry or a segment. It evaluates an industry or market according to five major elements and these elements are new entrants, buyers, suppliers, substitutes, and competitive rivalry. What you see here is an image of the five Porter's five forces right, you see intensity of competitive rivalry. That means, how many firms compete and how much is the market growing you can have detailed analysis on this.

Threat of substitutes; how likely are customers to switch to an alternative that is a very very important and rare insight that would help you in your design process. Then bargaining power of suppliers how much power do your suppliers have? Whatever you can be a software product that relies on data from other applications. So, then those becomes your suppliers; so, how much power do they have? Because, they can directly influence the availability of your product in the market.

If they switch if they tend not to share data then the product will crash right; bargaining power of buyers, how much power do customers have ok. Threat of new entrants; so, how easy is it for you for new businesses to set up shop right. These are the Porter's five forces that many designers use to analyze their market forces or understand the competitiveness of the market in terms of analyzing the competitive products.

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**Competitive Analysis Frameworks**

**2. Porter's Five Forces**

*When to use it ?*

This framework is useful when you want to analyze the competitive structure of an industry. Looking at the five forces can provide insights into how attractive it is to enter a new market, for example. This is helpful if you are considering whether you should expand your product offering to reach new customers.

Competitor analysis using Porter's Five Forces can also provide insights to help you shape your strategy to the competitive landscape of your industry. For instance, if the threat of substitutes is high, you may seek to mitigate that competitive force with a strategy focused on building brand affinity among your customers.

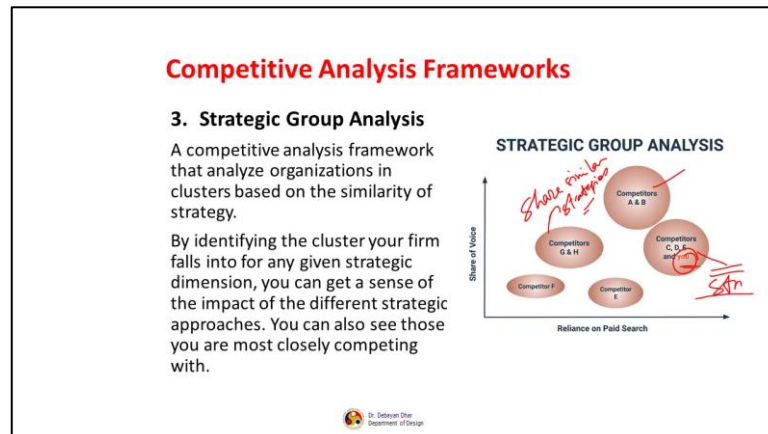
 Dr. Siddharth Dixit  
Department of Design

Now, when do you use Porter's five forces to analyze or conducting a competitive analysis? This framework is useful when you want to analyze the competitive structure of an industry. Now, looking at the five forces you can it can provide insights into how attractive it is to enter into a new market. For example, you know this is helpful if you are considering whether you should expand your product offering to rich new customers; like, Airtel has entered into new countries, Bajaj has a foray into new economies in the African continent right.

So, before you enter into this new market forces you conduct a Porter's five forces analysis to understand the primary factors around which your market forces are driven right. So, competitive analysis using Porter's five forces can also provide insights to help you shape your strategy to the competitive landscape of your industry. For instance, if the threat of substitutes is high, you may seek to mitigate that competitive force with a strategy focused on building brand affinity among your customer.

So, therefore, if you see in the long run there may be many substitutes of your product you must focus on creating a brand building exercise. For example, there have been so many search engines, but the brand Google is so big, you owe an allegiance to the brand ok. So, these are the strategies that people use, designers use into a in order to ensure that you earn loyal customer base.

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The third framework is called the strategic group analysis. Now, a competitive analysis framework that analyze organizations in clusters based on the similarity of strategy. That means, strategies which each cluster of organizations follow, you can see it in the image given in this slide it has been plotted the competitors have been plotted across share of voice that the market share and the reliance on paid search. So; that means, we are focusing on software products and how the paid search option is focused or generates a lot of traffic or revenue or footfall for your product.

Now, by identifying the cluster your firm falls into for any given strategic dimension what you can do? You can get is you get a sense of the impact of the different strategic approaches.

You can also see those you are most closely competing with; you can see in the graph here there is a competitor F and competitor E and these have been clustered based on their share of market forces, or voice, and reliance on paid search. And these are the clusters based on different strategies that they follow. So, competitor G H share similar strategies while competitor A and B share different, and competitor C D E and probably you where you are thinking your product will be share different strategies right.

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**Competitive Analysis Frameworks**

**3. Strategic Group Analysis**

*When to use it ?*

It is useful when you have a hypothesis about the effect of a business dimension. For example, you can create strategic groups according to digital marketing tactics and analyze the performance of the groups to explore potential causality. How do competitors who rely heavily on paid search campaigns fare when it comes to share of voice? Which of your competitors fall into the same cluster as your firm when it comes to their pricing strategy?

By exploring different dimensions, you can surface key factors for success and evaluate your position relative to others in the industry.

 Dr. Salween Shear  
Department of Design

Now, when do you use the strategic group analysis? See it is useful when you have a hypothesis about the effect of business dimension; that means, you have an assumption, hypothesis means an assumption about the business dimension. For example, say you can create strategy groups according to digital marketing tactics, you know how you are promoting your digital marketing.

And you analyze the performance of the groups to explore potential causality; that means, what causes what does this digital marketing techniques or tactics helps in gathering loyal customer base or more footfall or more traffic. How do competitors who rely heavily on paid search? So, paid search is a digital marketing technique is not it. So, paid search campaigns fair when it comes to share of voice which of your competitors fall into the same cluster as your firm when it comes to their pricing and strategy.

So, by exploring these different dimensions what you can do is, you can surface key factors for success and evaluate your position relative to others in the industry.



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**Competitive Analysis Frameworks**

**4. Growth Share Matrix**

The Growth Share Matrix is an analysis framework that classifies the products in your company's portfolio against the competitive landscape of your industry. Developed by the founder of the Boston Consulting Group (BCG) in 1970, the model gained widespread acceptance for helping companies decide which products to invest in based on competitiveness and market attractiveness.

Dr. Debayan Dhar  
Department of Design

So, the fourth analysis framework is the growth share matrix. Now, the growth share matrix is an analysis framework that classifies the products in your company's portfolio against the competitive landscape of your industry, the competitive landscape of the industry. So, it was developed by the Boston Consulting Group in 1970s and the model gained widespread acceptance for helping companies decide which products to invest in based on competitiveness and market attractiveness.

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**Competitive Analysis Frameworks**

**Growth Share Matrix**

According to BCG, products fall into one of four quadrants in the matrix, each with a corresponding strategy:

Question marks are high-growth but low-market-share products, often new products with high potential. These should be invested in or let go, depending on how likely a product is to become a star.

**GROWTH SHARE MATRIX**

high GROWTH	<b>STAR</b> Invest more!	? Invest or give up
low	<b>CASH COW</b> Use to fund investment in stars	<b>PET</b> Give up or reposition
	high	low MARKET SHARE

Dr. Debayan Dhar  
Department of Design

You can see the matrix of growth share matrix here in the slide. So, according to according to the Boston Consulting Group, products fall into one of the four quadrants and these are the question marks, star, cash cow and pet. The question marks this one, the question marks are high growth, but low market share products; often new products with high potential fall here. Now, these should be invested in or let go depending on how likely a product is to become a star; so, the next goal is to these products mature to become star.

Now, star products are those products that are likely to achieve high growth and high market share. So, both are high, high growth and high market share; your firm should invest heavily in these products. Cash cows are those products that are low growth, but high share products the growth is low, but these are high share products high share means market share products.

These are products that bring in cash and can fund investment in your stars; that means, this helps funding for stars or even this; because, this brings in investments pets. Now, pets these are low share low growth; that means, these are the products considered as failures and your business should reposition these products or stop investing in them.

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**Competitive Analysis Frameworks**

**4. Growth Share Matrix**

*When to use it ?*

The traditional use of this competitive analysis framework is to help large firms determine their product portfolios — which products to invest in further and which to cut, based on expected cash flow produced.

However, it holds other uses, too. Smart Insights notes that this model can also be applied to analysis of digital marketing strategies. By plotting channel growth against ROI of the channel and evaluating similar to how you would evaluate products, a marketer can see which channels to invest in or stop using, for example.

 Dr. Debsum Dhar  
Department of Design

Now, when do we use such a growth share matrix? So, the traditional use of this matrix formulated by the Boston Consulting Group was is to help large firms determine their product portfolios. That means, you have a large industry and you have a huge line of a products, which products to invest in further, and which to cut based on expected cash flow that is produced.

However, it holds other users too and what is that smart insight notes that this model can also be applied to analysis of digital marketing strategies. So, by plotting channel growth against return on investment; that means, how much your product is growing against the return on investment that we have discussed of the channel. And evaluating similar to how you would evaluate products a marketer can see which channels to invest in or stop using this is an example.

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**Competitive Analysis Frameworks**

**5. Perceptual Mapping**

Perceptual mapping is a visual representation of perceptions of your product relative to competitor alternatives. It's also called positioning mapping, because it shows the position of your brand, product, or service mapped against that of your competitors. The first step is to determine two attributes you'll use as the basis for comparison. Next, you plot where your product and those of your competitors fall on the spectrum those two attributes.

*Product & Price*

**PERCEPTUAL MAPPING**

Dr. Siddharth Shear  
Department of Design

The next one that we are going to discuss is the perceptual mapping. Now, you can see it in the image perceptual mapping is a visual representation of perceptions of your product relative to competitor alternatives ok. So, this means competitor, competitor alternatives this is perception of your product the product that you are going to design your design intervention right. It is also called positioning mapping, because it shows the position of your brand, product, or service mapped against along with that of your competitors.

The first step is to determine two attributes that you will use on the basis of your comparison. Next you plot where your product and those of your competitors fall on the spectrum across those two attributes ok. Now, what you see in the perceptual mapping is that products are being mapped across high quality, low quality, high price, and low price.

And these are the perceptions that the products have from the market. So, you can do a user study and you could also understand how your products can be mapped, how your competitors can be mapped. Now, we; that means, the design team can use this perceptual mapping in order to understand how our users interpret products in terms of these quadrants across high quality, low quality, high price, and low price.

This helps us to understand what does our user base consider something that is you know emergent; that means, the quality is high but the price is low, quality is high but the price is little bit fair little bit mediumly high, but not its too much high and something which is high but price is also high. These are some of the ranges that you should focus on to understand how these competitors are stacked together. And how they are addressing or

they are being used by your customers that will also tell about the market and your customer strategy of using and buying this products.

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**5. Perceptual Mapping**

When to use it ? → *Product* *analyze competitors*

Perceptual mapping is useful for understanding how your customer perceive your product offering in relation to your competitors'. Market researchers use perceptual mapping to show the results of customer input they have collected. As a marketer, you will find mapping useful when you want to understand how customers really view you and your competitors. This will help you understand whether your existing positioning strategy is registering with your target audience. It can also provide insight into gaps to target.

Dr. Debasree Ghose  
Department of Design

Now, when do you use a perceptual mapping? You use perceptual mapping is useful for understanding how your customer perceive your product offering in relation to your competitors. Market researchers use perceptual mapping to show the results of customer input they have collected. As a marketer here, you will find mapping useful when you want to understand how customers really view you and your competitors.

This will help you understand whether your existing positioning strategy is registering with your target audience and it can also provide insight into gaps that you can as a design team target.

Now, remember these are some of the things that even marketing people use to analyze the market forces as a design team. You can really focus on using these techniques to analyze your competitors even if say; for example, you do not have the product if you are going for a redesign of your product then it is well and good you have the product. And now you can do this analysis to understand the perceptual structure of your product in comparison to the competitors from the perspective of your users.

If you do not have the product if you have only a brief or a requirement, then you can map only the competitors and understand and define the requirements more specifically based on analysis of the quality and the price band of the product. These are some of the frameworks and strategies that are being used while designers conduct competitive analysis.