



# The Competition

U X D M C / Module 1 / Lesson 4

# Competition + Landscape Analysis



Your Client

# Sweet Kickz





**So, who's the  
competition?**





The Competition

**Nike**

**Adidas**

**New Balance**

**Vans**

**Converse**





The Competition

**Allbirds**

**Adidas Skate**

**Toms**

**Vans**

**Converse**





# How we analyze



What some companies do

# S.W.O.T Analysis

**Strengths**  
**Weaknesses**  
**Opportunities**  
**Threats**



Our acronym is WAY more fun. (SWISS-EE-DUCKS-OH)

# S.W.C.D.UX.O Analysis

**Strengths**

**Weaknesses**

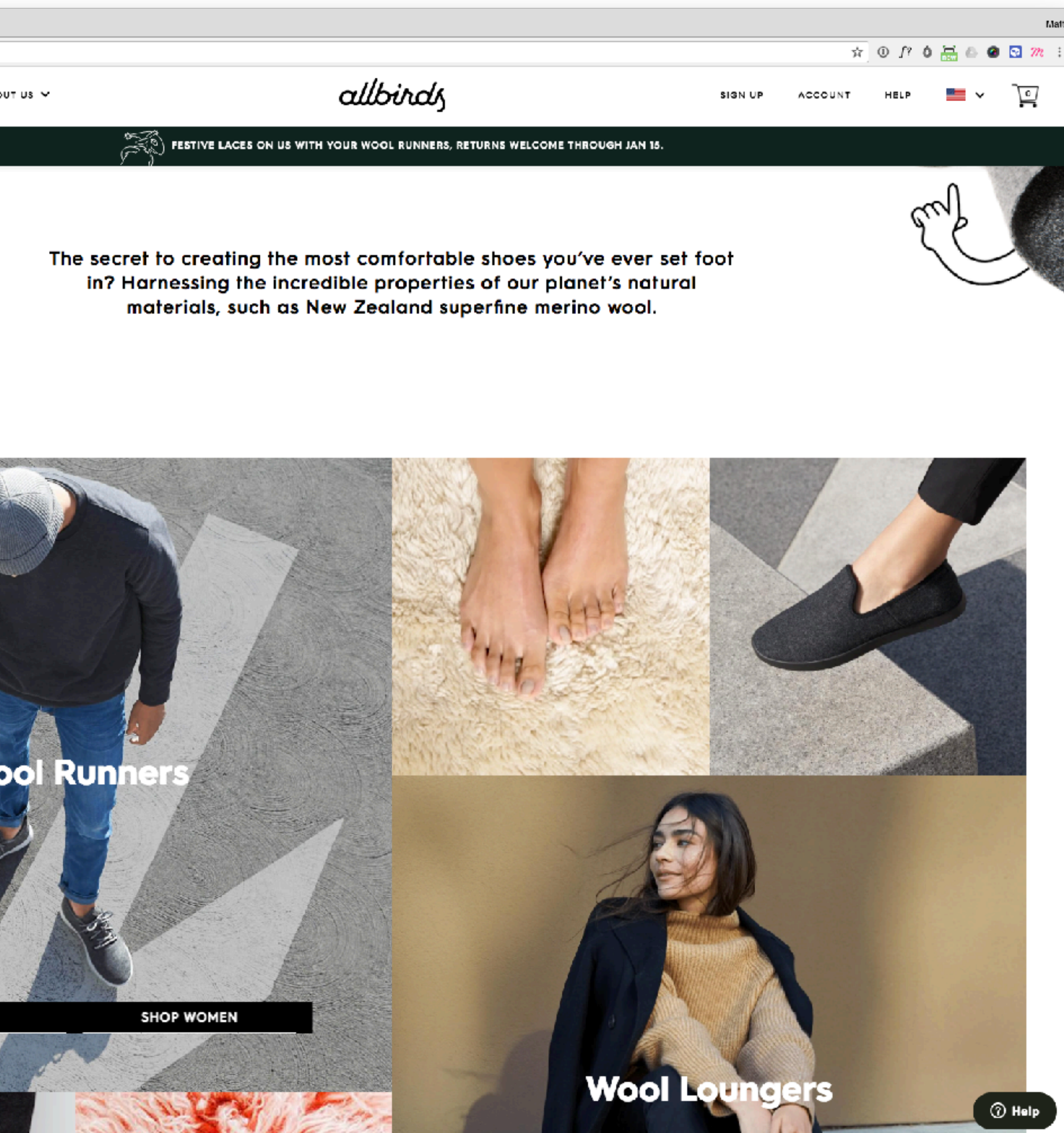
**Content**

**Design**

**UX**

**Opportunities**

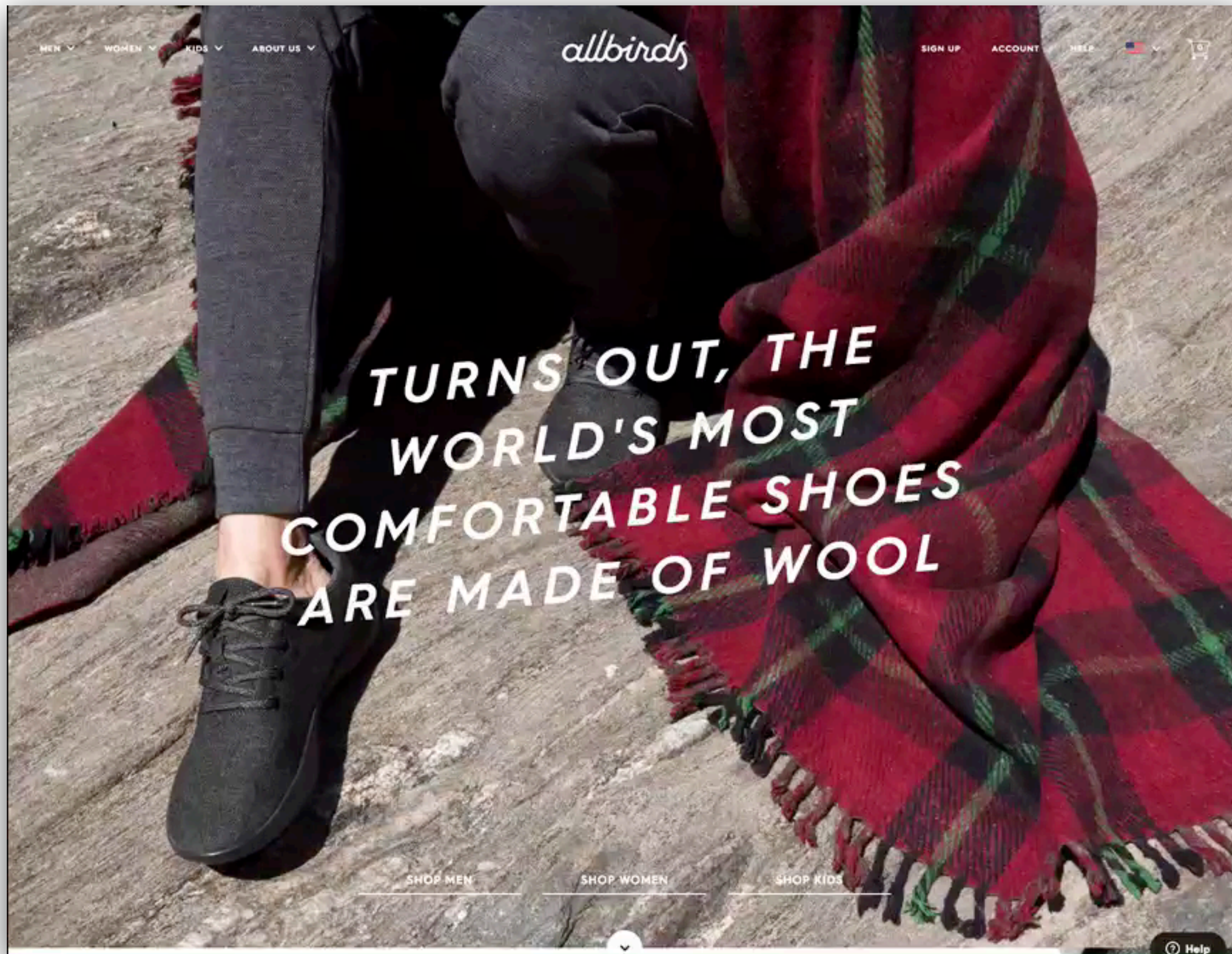




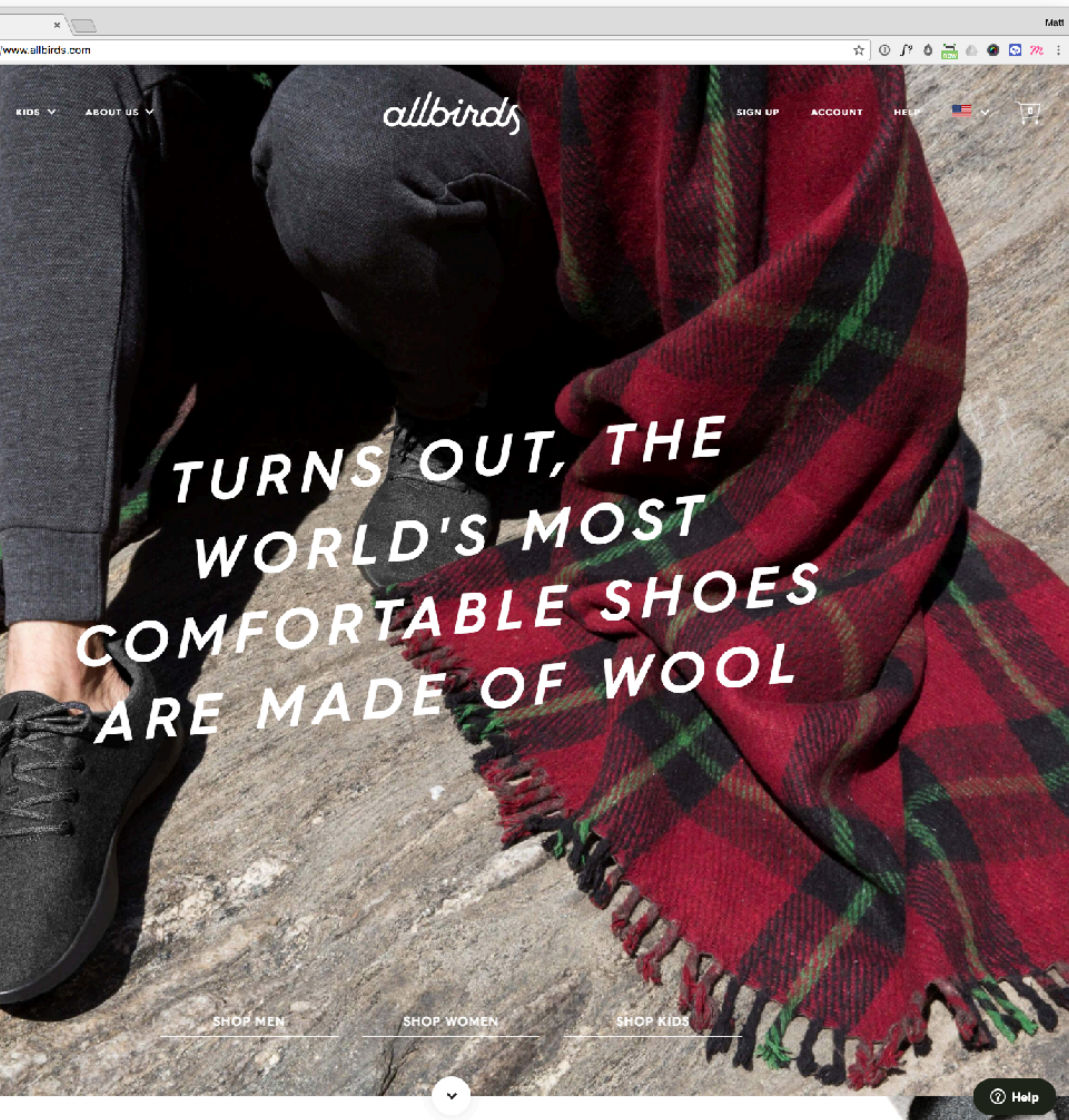
# Allbirds

- Popular indie sneaker maker
- Focus on eco-friendly wool material
- Strong brand culture







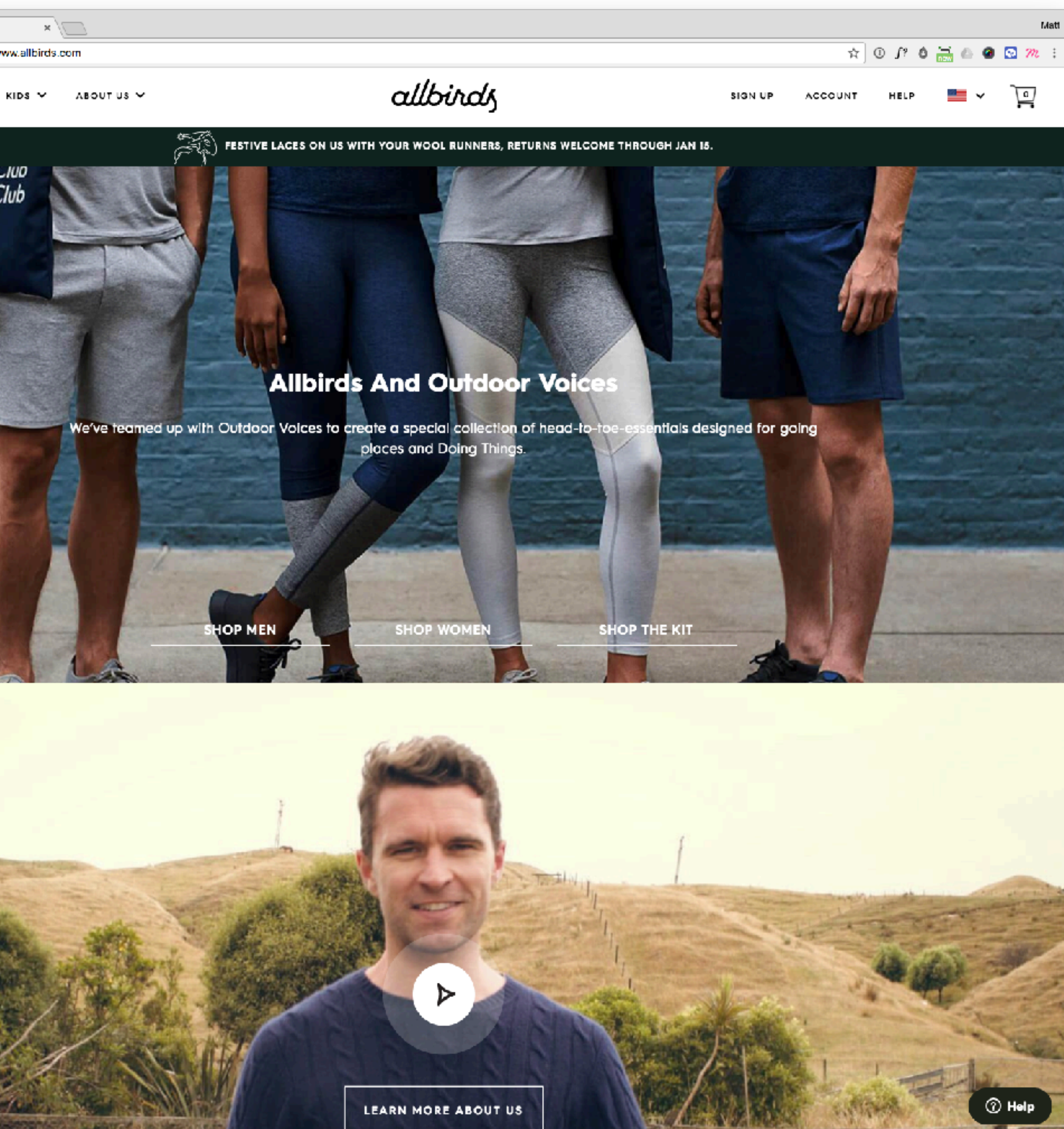


[allbirds.com](https://www.allbirds.com)

# Strengths

- Great first impression. I know what they do when I land on the page, which is a win.
- Brand is represented well, and I get a feel for the company within a few seconds.
- Design is clean, navigation is easy to find and use, and they do a really good job of welcoming me in and telling a deeper story than just “buy our shit”.
- Video content is A+



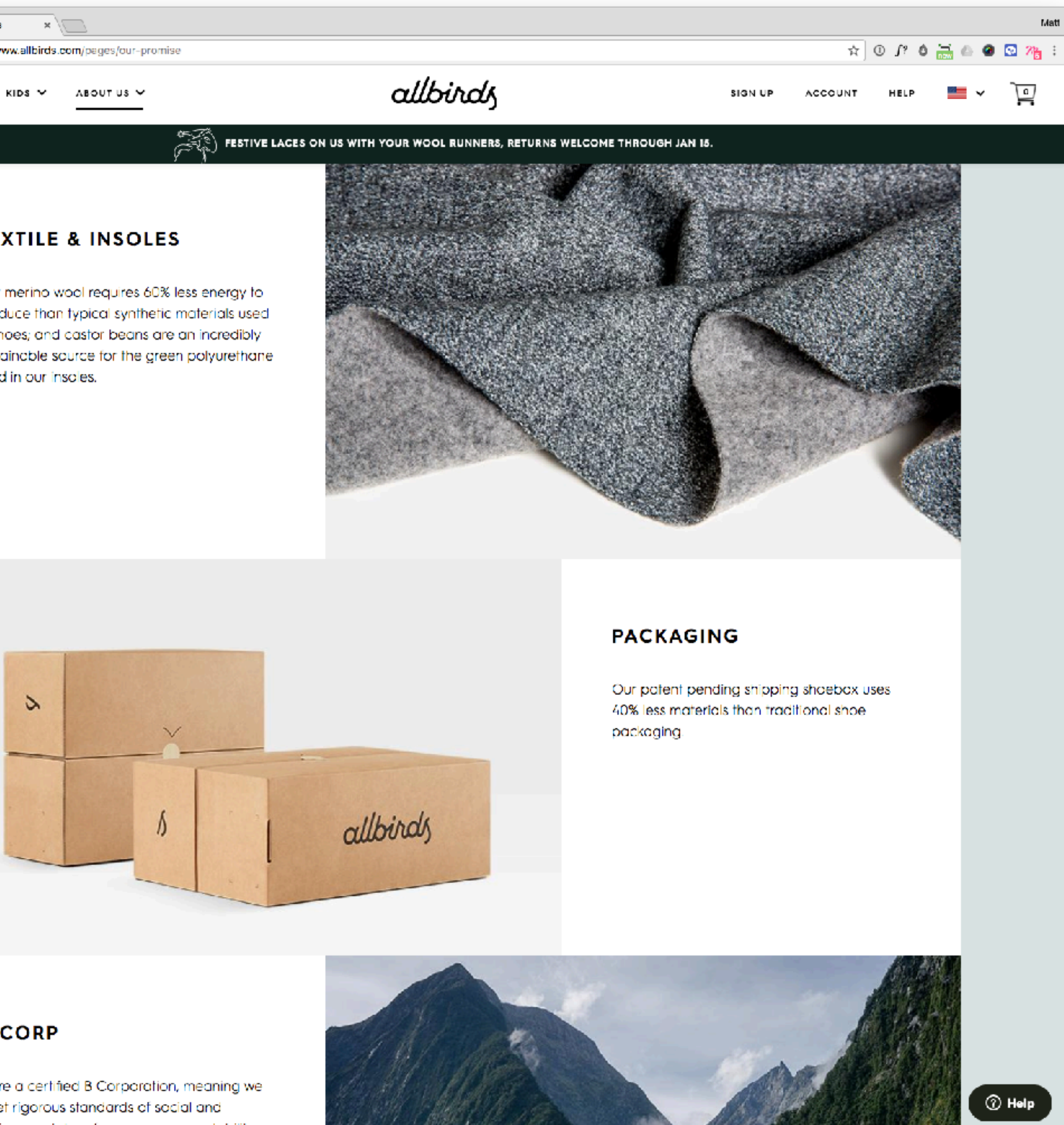


[allbirds.com](https://www.allbirds.com)

# Weaknesses

- Some of the functionality is janky - About Us nav, and scrolling past the product page to get to tertiary content.
- Accessibility is a concern on some pages - contrast, legibility.
- Not much else, really.



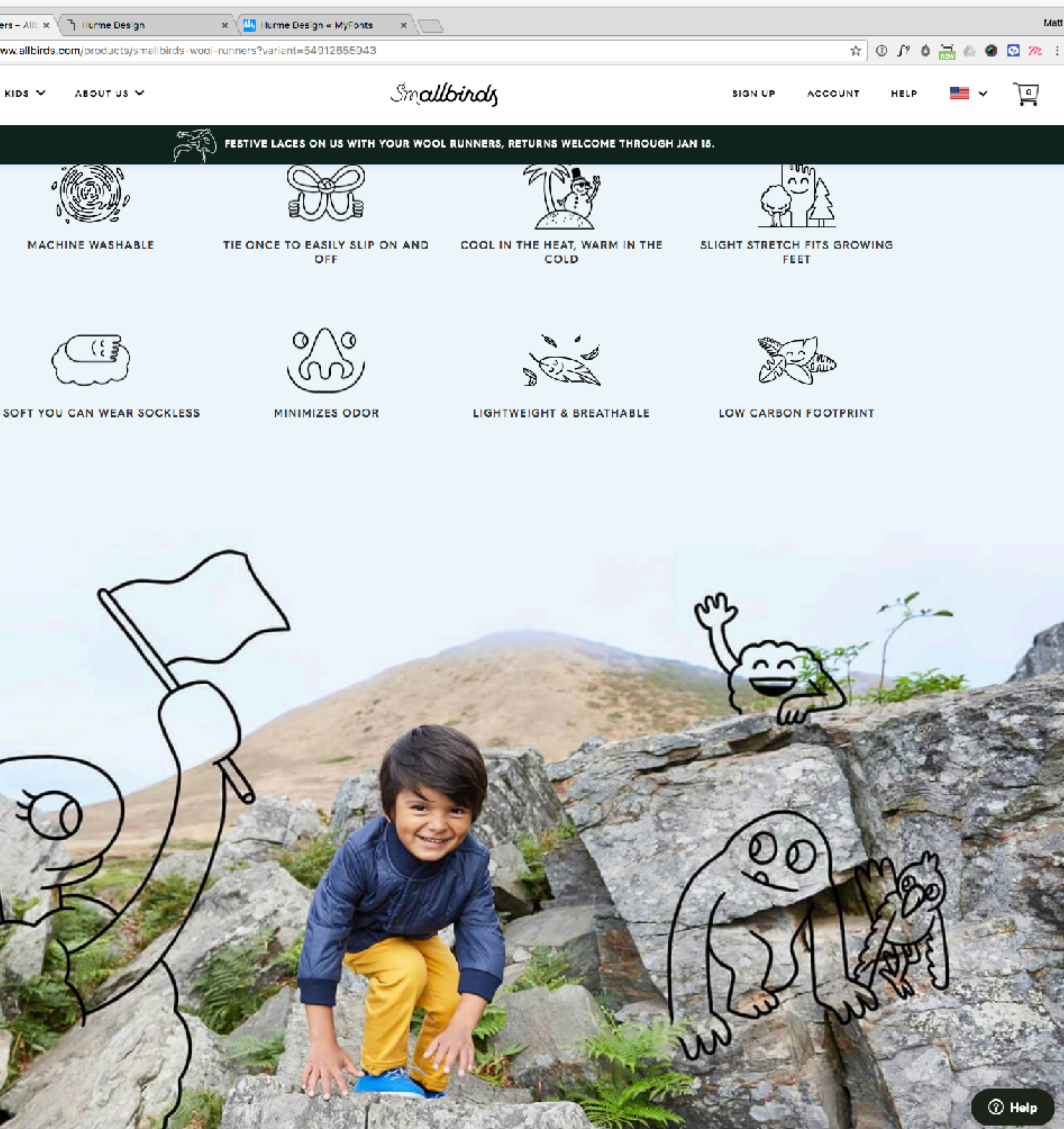


allbirds.com

# Content

- Voice and tone is friendly. confident, fun and consistent with every other brand touchpoint.
- Photography is gorgeous, on-brand, and features their products in unique ways.
- As a company focused on natural, sustainable footwear, they do a great job of highlighting the content that makes me trust they're actually doing this, and not just claiming to be responsible.
- Video content is beautifully shot, well-written.
- Healthy balance between products and story.



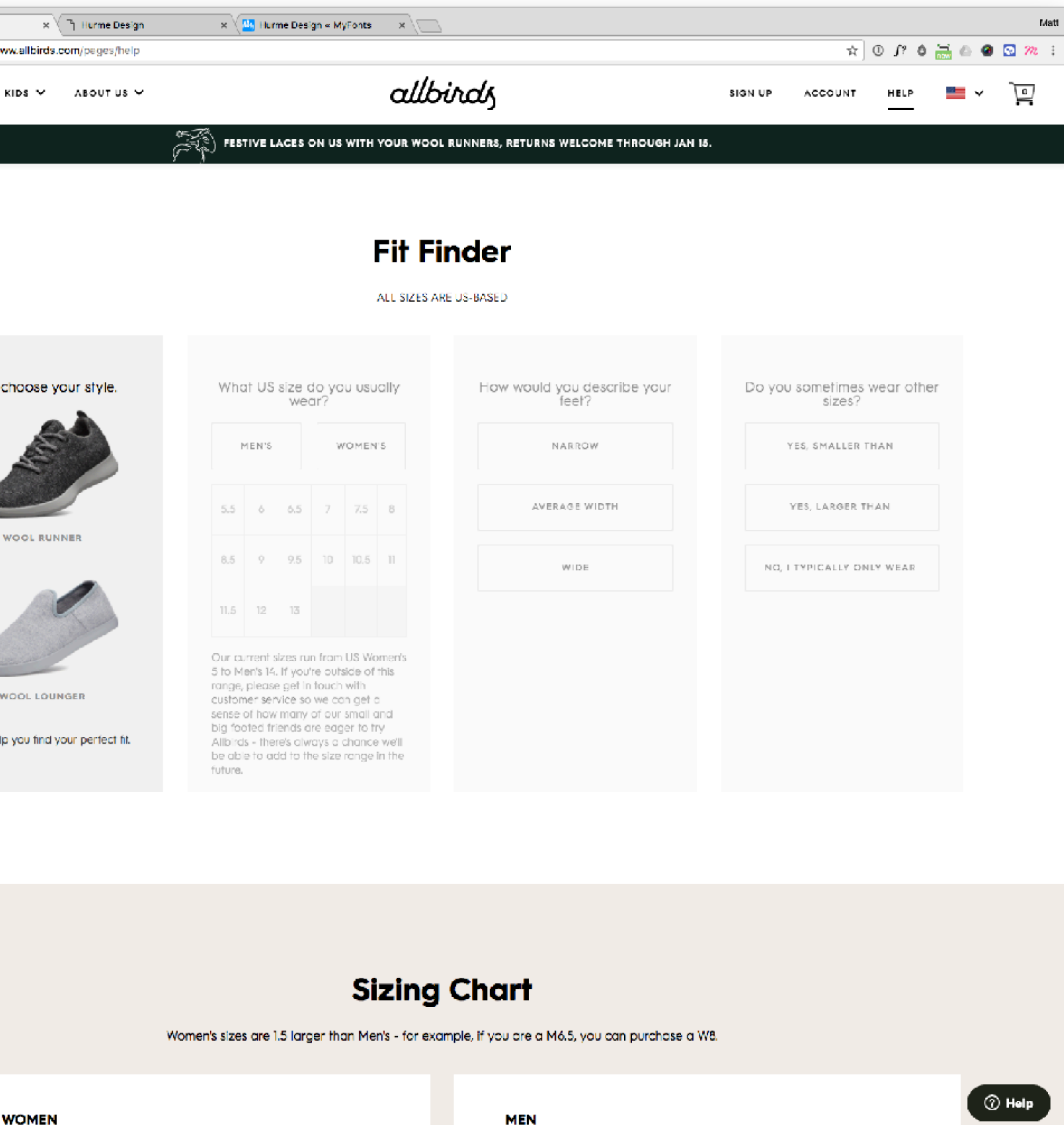


[allbirds.com](https://allbirds.com)

# Design

- Clean, approachable, well-balanced.
- Typography choice - Hurme Geometric from Finnish foundry Hurme Design, compliments the logo well, supports the tonality of the brand well. Readable, scannable, and flexible by the looks of it.
- Colour palette matches the wool they use in their shoes, which is a nice tie back to the brand. Used sparingly across the site, letting the content shine.
- Illustrations are adorable, and reinforce the brand personality. Especially effective in the Smallbirds imagery which adds some whimsy. Logo edit is aces.
- Layout choices are well-considered, and dynamic enough to give each page an individual tone when necessary.



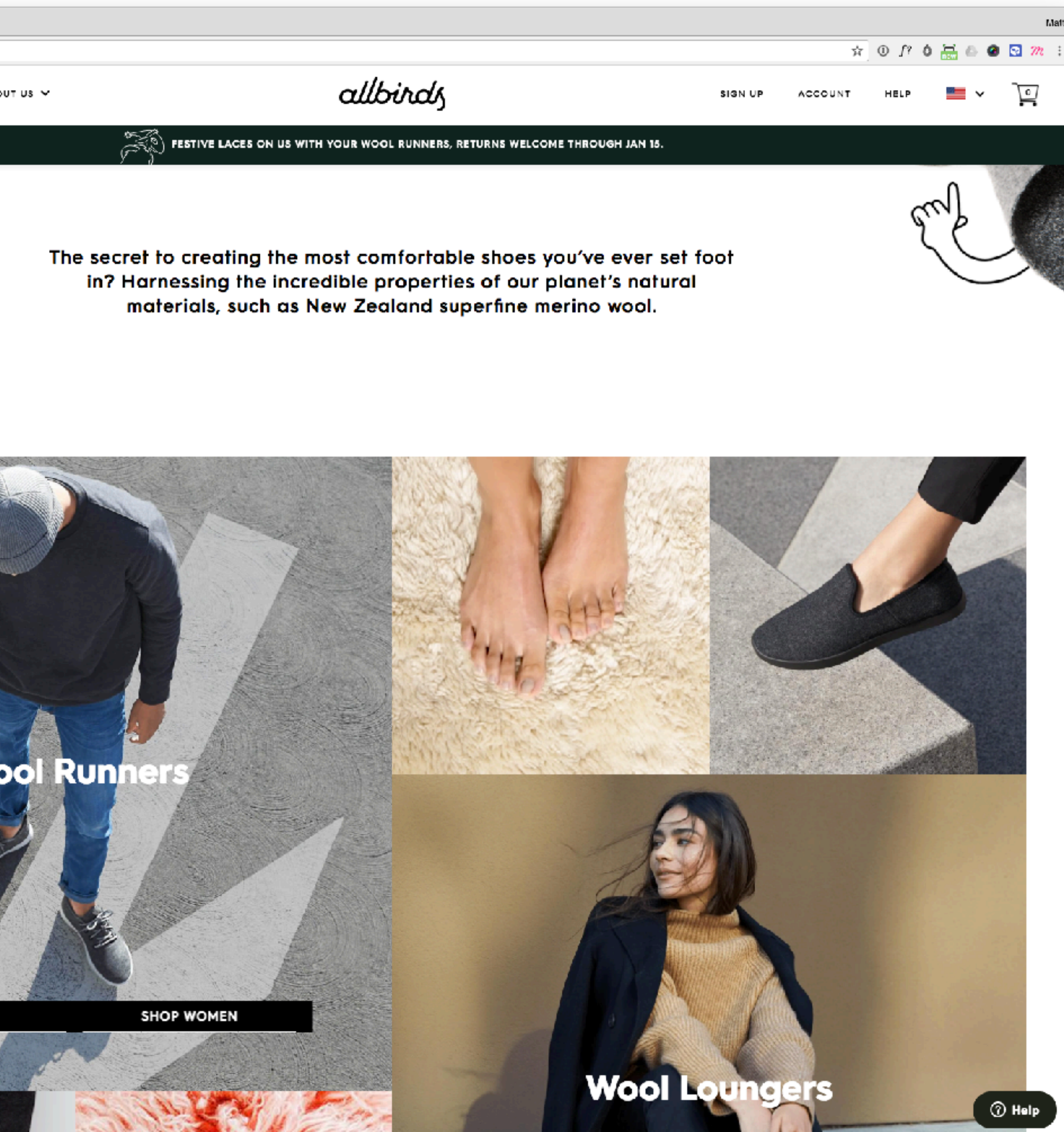


allbirds.com

# UX

- User flow from landing page to ordering a product is cohesive and intuitive.
- Fit Finder is a brilliant piece of UX/Design.
- Even though various sections of the site feel different (About vs. Product detail), users never feel lost when they're navigating around.
- Help and support are always accessible in the lower right corner. ([zendesk.com](https://www.zendesk.com))
- Forms are well-labelled (for the most part) and checking out is straight-forward.





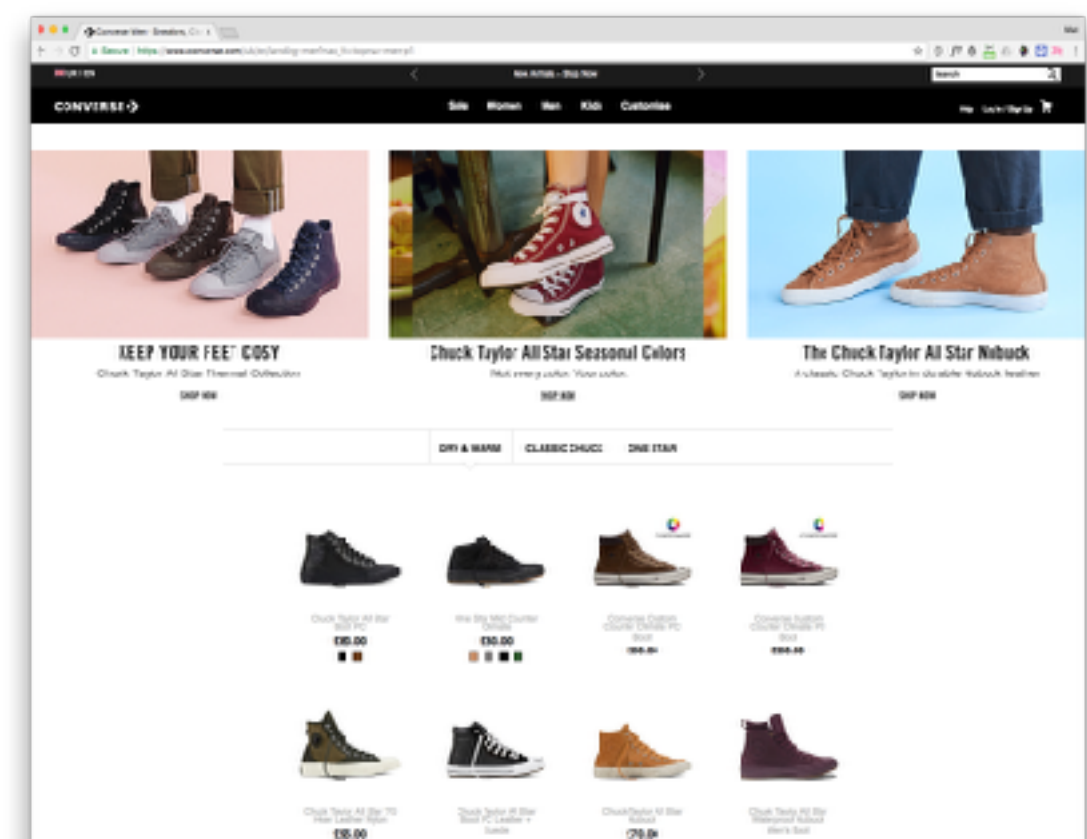
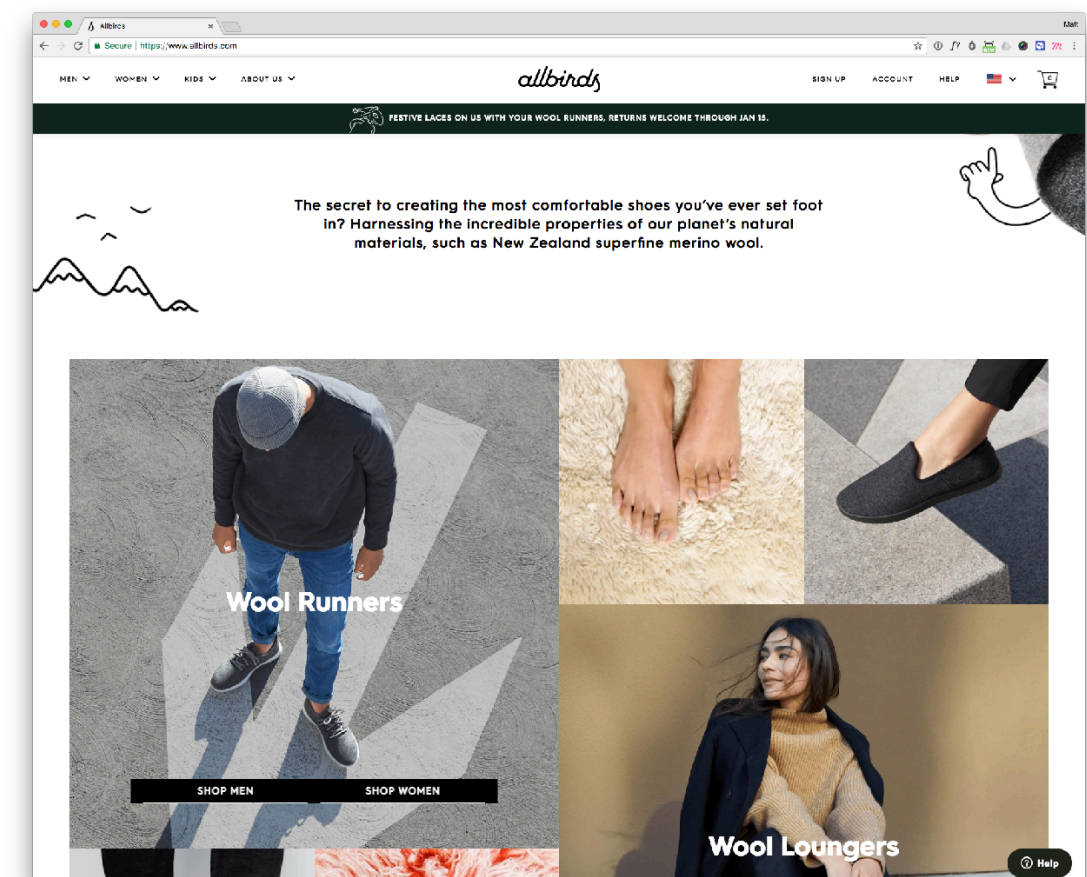
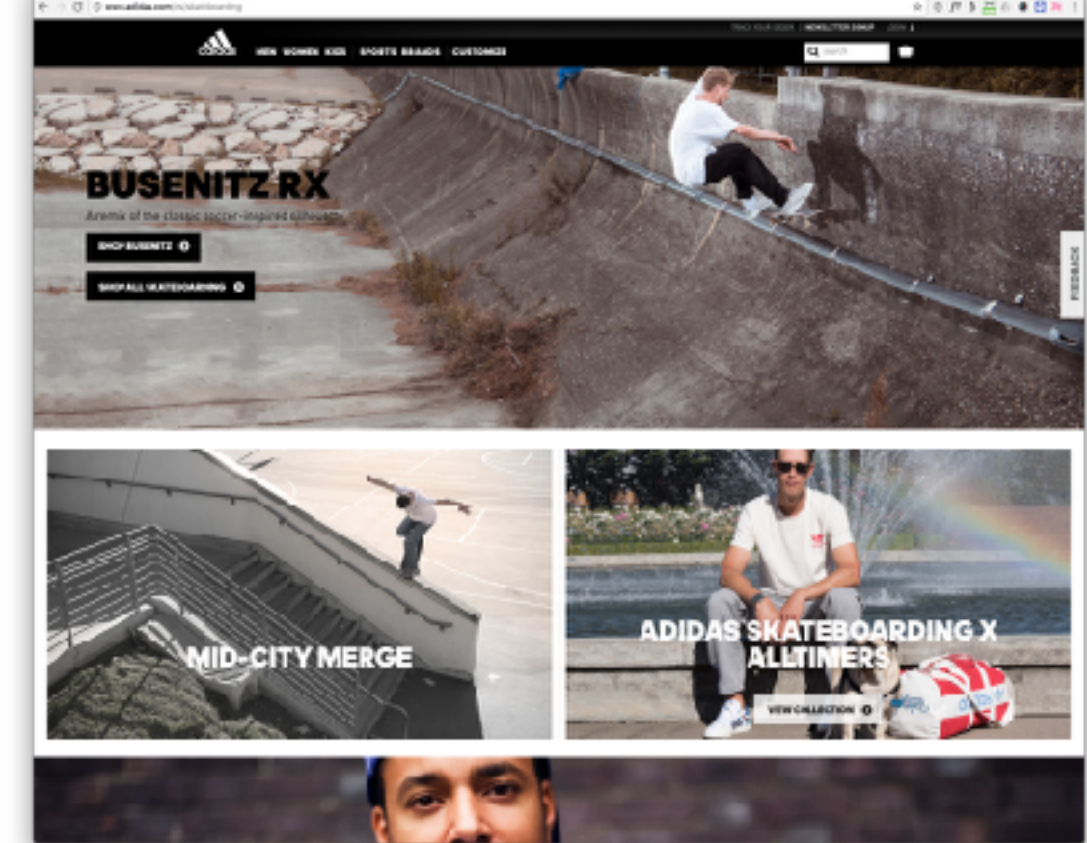
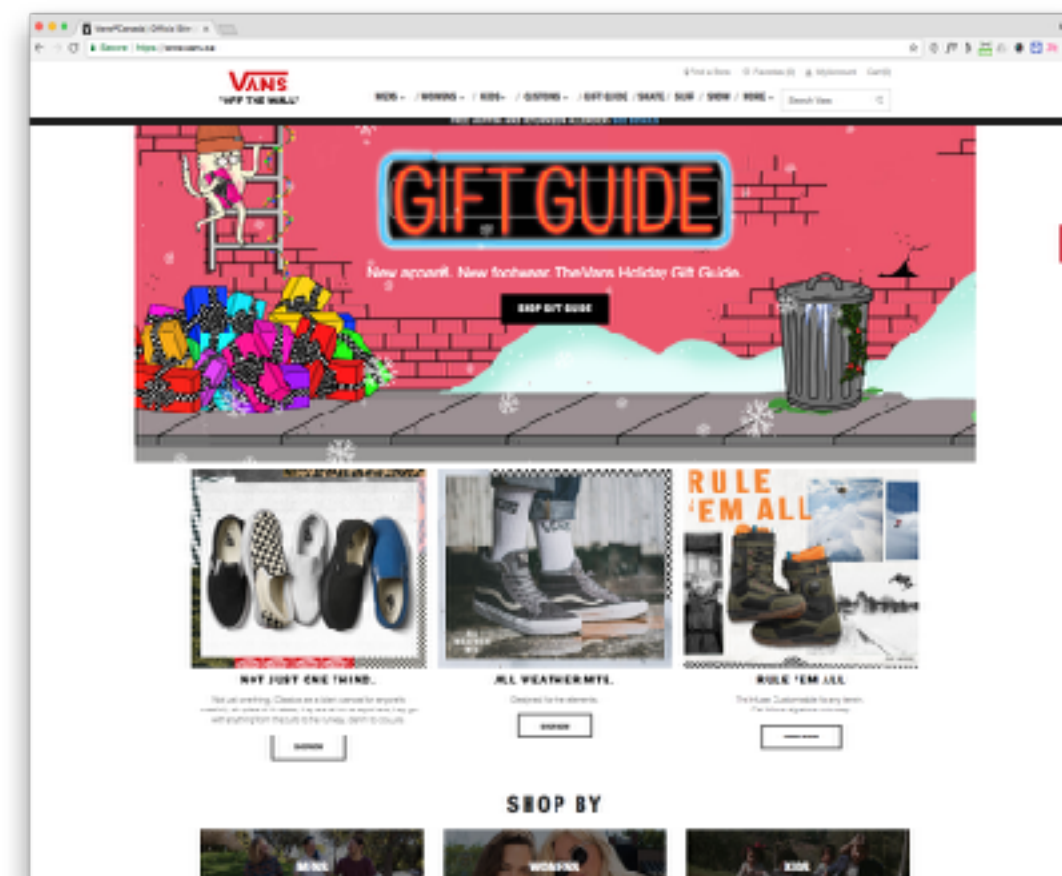
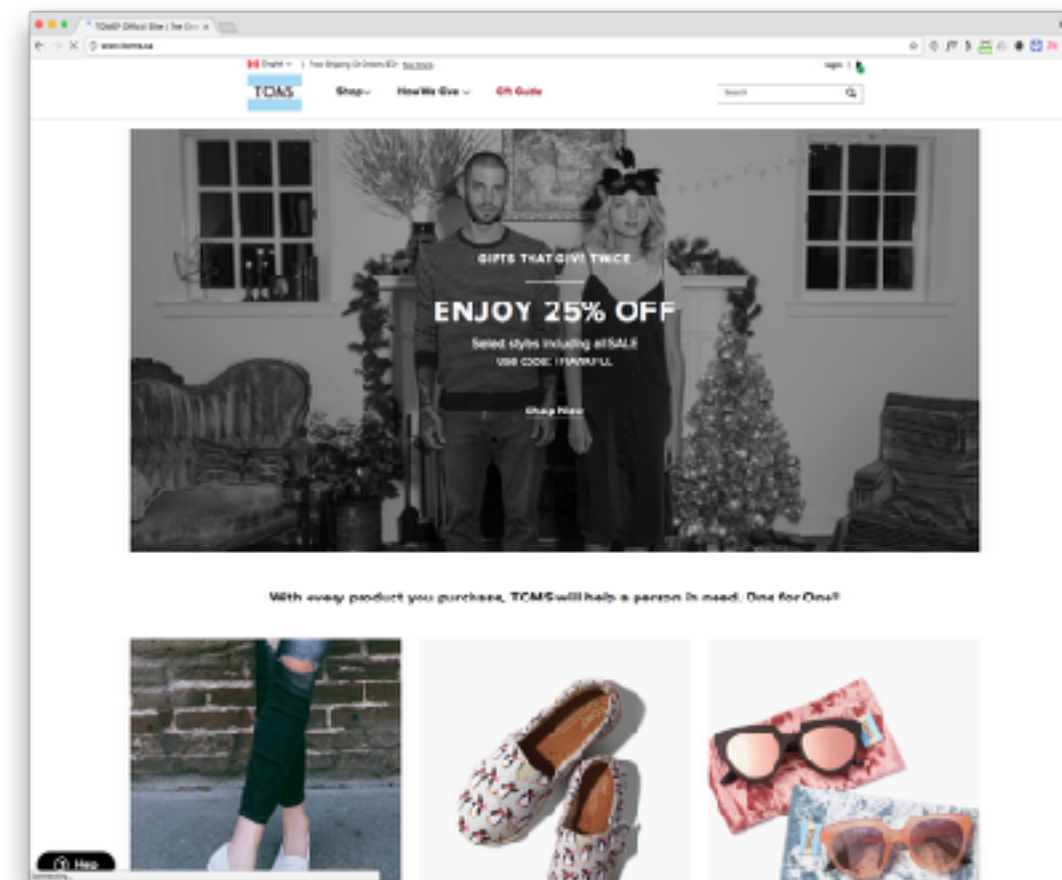
[allbirds.com](https://allbirds.com)

# Opportunities

- Allbirds does an awesome job of involving the local community in what they make. They partner with cities, and local stores who compliment their mission.
- Sweet Kicks could partner with influencers who would create customized shoe lines for the brand.
- They could also highlight locations around the neighbourhood/city/state that tie back to their brand. They could even profile how their shoes perform in various activities - skateboarding in LA, walking in Washington etc.
- Design-wise, there's an opportunity to be more aggressive with colour, pattern, and type to stand out among the field.



# Analyze 5-8





S.W.C.D.UX.O Analysis - Google Sheets

Secure | https://docs.google.com/spreadsheets/d/1k9bWN6fCmJGanHI886mv6vlyY35lehj1Ah0VfkaJOuM/edit#gid=0

Matt

S.W.C.D.UX.O Analysis

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

Comments

Share

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fx

	A	B	C	D	E	F	G	H	
1	The Competition								
2									
3	Name of Competitor	URL or Download Link	Strengths	Weaknesses	Content	Design	UX	Opportunities	
4	Whoooo are you? Who who? Who Who?	Paste the website address, or download link from the app store here	What does the site or app do really well overall? What are your first impressions like?	What are the major gaps or flaws in the app overall? Any glaring weaknesses you can see off the bat?	What's the voice and tone like? Does it fit the brand? Is the photography or video high quality, and useful?	Visually, did they make good choices for the intended audience? Are icons done well? Illustrations on point? How's the overall typography stack?	Does the site flow well? Any dead ends? Any interactions that leave you feeling lost? Any really wonderful experiences?	What can we learn from this site or app? Is there anything we could be doing better or differently? Did they miss the mark somewhere we can capitalize on?	
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10									
11	The Landscape								
12									
13	Name of Company	URL or Download Link	Areas of Interest						
14	Whoooo are you? Who who? Who Who?	Paste the website address, or download link from the app store here	What parts of this app or site can we learn from? Typically, it's a way in which they handle content, or a user flow that we're most interested in.						
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+ ≡

Competition



# The Landscape



**What's in the  
landscape?**





# The Landscape

- Sites or apps that handle similar content or functionality in a clever way.
- An opportunity to bring attention to great design outside of your client's industry, and offer new perspective.
- They don't have to be from the same industry or country.
- Could be past work that you've done yourself (bonus points!)





Your Client

# Sweet Kickz





Your Client

# Sweet Kickz

- Introduce their sneaker line to their target demographic of 16-24 year olds
- Focus on bespoke customization
- Build a culture around their brand, not just a store.

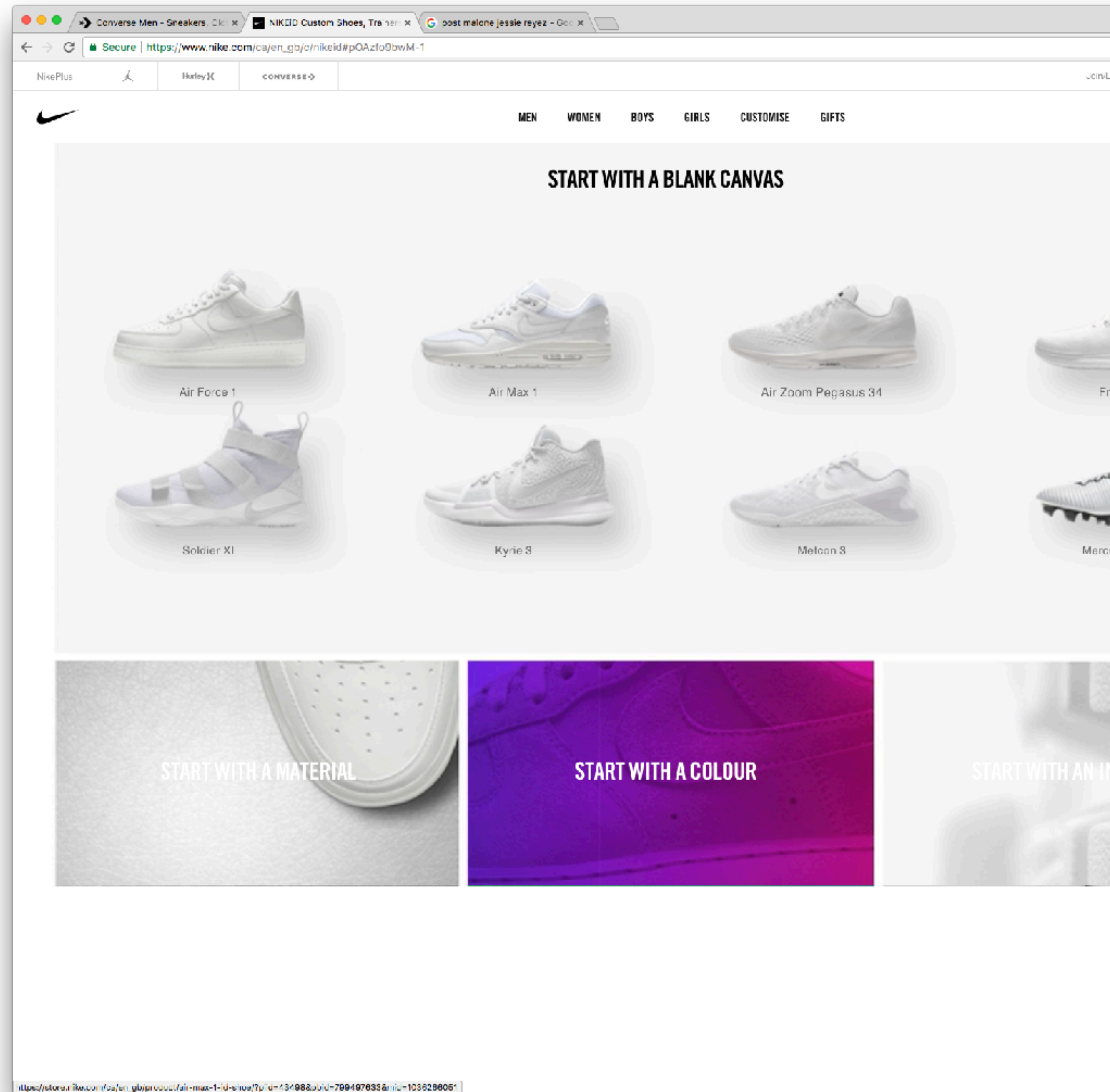




Landscape

# NikeiD

- Customization of their products is spot on. We could have a look at the mechanics here to see what's doable within the scope. budget of Sweet Kickz.

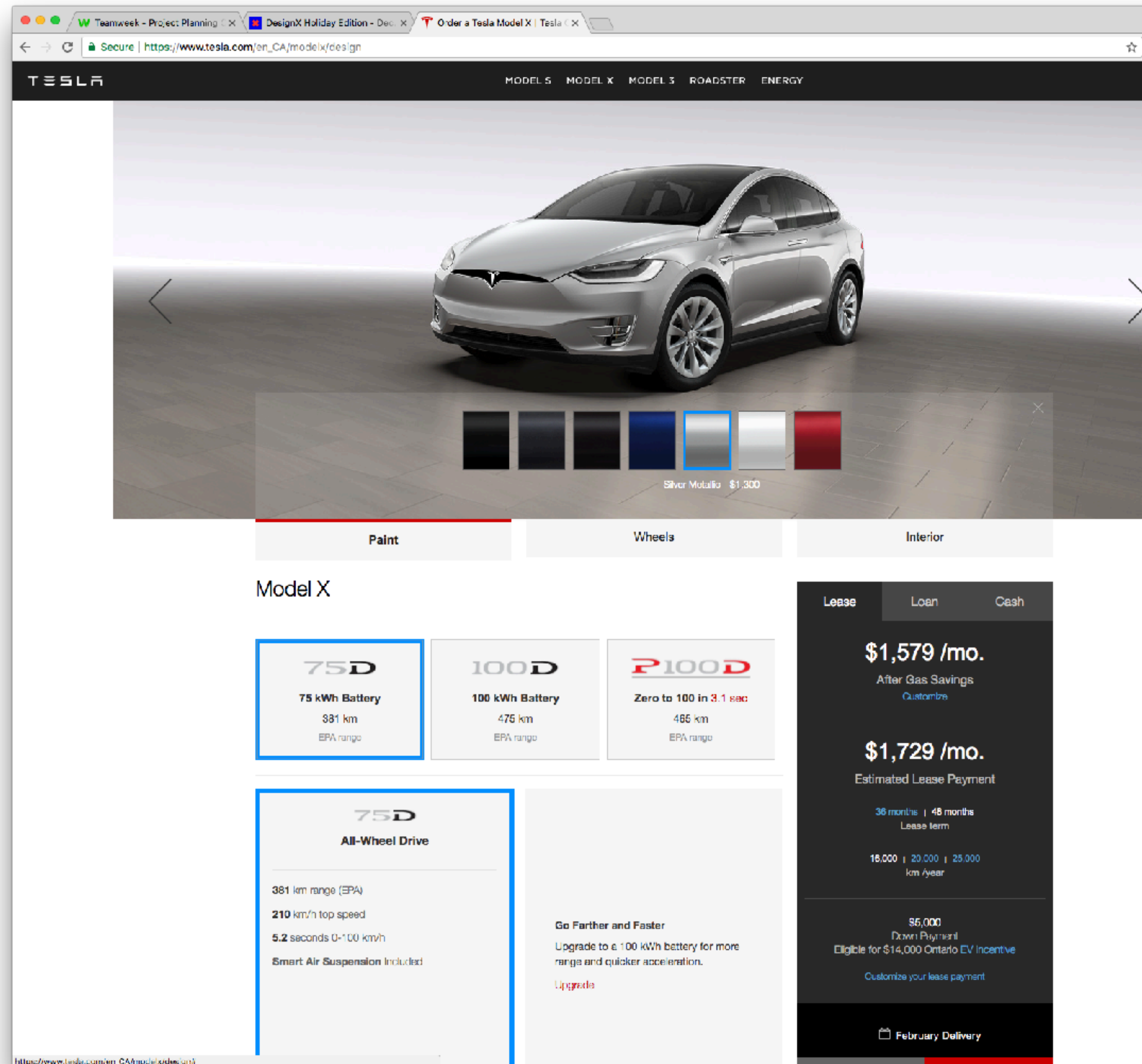




Landscape

# Tesla

- Car customization is a common UX/UI element on sites like Tesla. What can we learn from this implementation?
- What are some of the limitations of car customization UI that we can improve on? Do they do anything particularly well?





Landscape

# Warby Parker

- Strong culture of getting out into the community.
- Philanthropic initiatives are a big part of what they do.
- Great blog.

The screenshot shows the Warby Parker website's 'Buy a Pair, Give a Pair' campaign page. The browser tabs at the top include 'Teamweek - Project Planning', 'DesignX Holiday Edition - Dec.', 'Buy a Pair, Give a Pair | Warby', and 'Warby Parker'. The URL bar shows 'Secure | https://ca.warbyparker.com/buy-a-pair-give-a-pair'. The navigation bar features 'WARBY PARKER', 'EYEGLASSES', 'SUNGLASSES', 'LOCATIONS', a cartoon character logo, and 'HOLIDAY GIFTS'. A search bar is on the right. The main heading reads 'BUY A PAIR. GIVE A PAIR.' followed by 'The whole story begins with you'. Below this, a paragraph states: 'Since day one, over 3 million pairs of glasses have been distributed through our Buy a Pair, Give a Pair program. Alleviating the problem of impaired vision is at the heart of what we do, and with your help, our impact continues to expand.' The page features a grid of nine images: a person's arm holding a book, a woman fitting glasses on a child, a young girl with glasses, an elderly man with glasses, a collection of colorful glasses, a woman sitting on a bench, a child with glasses, a boy with glasses, and a man with glasses. At the bottom, the heading 'How it works' is followed by the text: '2.5 billion people around the world need glasses but don't have access to them; of these, 624 million cannot effectively learn or work due to the severity of their visual impairment.'

WARBY PARKER EYEGLASSES SUNGLASSES LOCATIONS HOLIDAY GIFTS

BUY A PAIR. GIVE A PAIR.

## The whole story begins with you

Since day one, over 3 million pairs of glasses have been distributed through our Buy a Pair, Give a Pair program. Alleviating the problem of impaired vision is at the heart of what we do, and with your help, our impact continues to expand.

### How it works

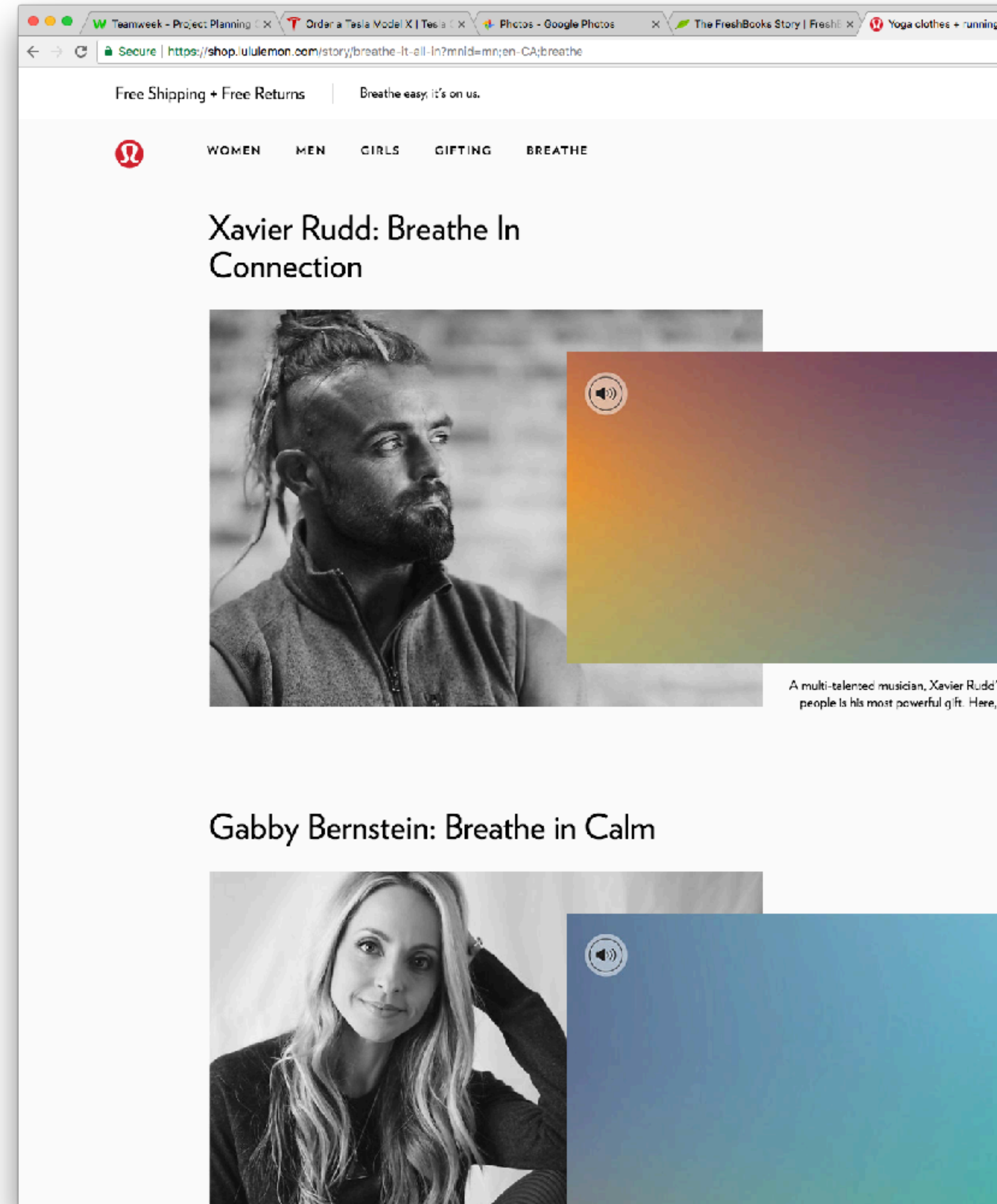
2.5 billion people around the world need glasses but don't have access to them; of these, 624 million cannot effectively learn or work due to the severity of their visual impairment.



Landscape

# Lululemon

- Focus on wellness, and giving more to the community than just great workout gear.
- Social impact aligned with their brand offering.
- Great profiles of well-known Lululemon customers.







# Assignment





# Run a Competition Analysis

- **Choose your favourite app or site**, and run a competition analysis including 3 competitors, and 2 landscape sites/products.
- Remember the S.W.C.D.UX.O analysis method! You have a handy chart in the resources section you can use to document the great and not-so-great parts of each competitor.
- If you have any questions, hit us up on Slack! We're here to give you pointers and feedback.



# What we learned.



What you learned.

**Most companies look at competitors using a SWOT analysis, but we can take that a step further to make it more relevant for our work using the SWCDUXO method.**



What you learned.

**Generally, you want to look at 5-8 competitor sites, and document your findings in a way that helps present that content to your clients.**

**Pro tip: You can also run this as a workshop, where your clients are involved in the analysis too. We've had success with both methods.**



What you learned.

**A landscape analysis is about finding sites or applications that handle content and interactivity in similar ways, that you can use as inspiration for your design process.**



# Coming Up Next

