Catalyst UX
An Unosquare company

Catalyst 5-Part UX Analysis

Innovation On-Demand

Ready for a UX design but don't know where to start? Researching your competition is a good start, but it's just that. Our 5-Part UX Analysis goes beyond a competitive review, examining apps and resources in five distinct categories to give you a more comprehensive view of your UX landscape.

TOP 3 ADDITIONAL USED

TOP 3 COMPETITORS

TOP 3 BEST IN BREED

Your Digital Solution

TOP 3 EMERGING

TOP 3 ALTERNATIVES

See Your Potential Product in 14-Days

We will do a 360-degree Market Scan to gain an understanding of how your users and customers really perceive your solution using the approach below. Based on the above 360-degree audit we will provide a design concept to show what your solution should look like to be most competitive.

1.

Top 3 Competitors

Take a deep dive into what other companies in your industry are doing. Go through their apps and make note of what works, what does not, and what could be done better. Think about how their UX decisions – both good and bad – apply to your software. And keep a running list of questions you have for your UX team.

2.

Top 3 Emerging

Learn more about new challenges in your field and how they're approaching UX. What are they doing differently? How are these changes helping or hurting? A big part of UX design is keeping up with the latest trends and this will help you understand what's on the horizon.

3. Top 3 Alternatives

Excel spreadsheets. Note taking apps. Filing systems. Study what makes these traditional methods so popular even today. If you can capture some of their more useful features in your own UX design you can make a more compelling case for why it makes sense to switch over.

4. Top 3 Best-in-Breed

Identify the best apps bar none. They don't have to be competitors or even within your industry. Make note of their specific strengths and weaknesses and highlight which elements you'd like to see in your apps. Sometimes features that seem irrelevant turn out toe be game-changers.

5. Top 3 Additionally Used

Where do prospective users turn to supplement their experience? What online tools or functionality are they using that may not be available directly through their app of choice? If you can identify these features now, you can incorporate similar functionality into your design.

Take the Next Steps in Your UX

We created this method so any company can get started on their own UX redesign. But if you'd prefer to outsource it, our team of UX architects and designers, UI developers, and social scientist can help. Plus, we can show you a concept of your software with a brand new UX design in just 14 days – even if you haven't started developing it yet.

Learn more at CatalystUX.com

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