Competitive Analysis

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Introduction

This competitive analysis will identify and evaluate the key usability strengths and weaknesses of our company's competitors. The analysis will examine the business attributes and key user experience components by citing instances of best and worst practices from the competitors' products which include comparisons of UI approach, mood, and aesthetics. Our exploration of what competitors do well and what can be improved will provide important learnings that can be applied to our product.

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Objective

By extracting the business strategies and UX principles of our competitors we were able to form a coherent Business and UX strategy, which when combined, will not only enrich the way users interact with our product, but ultimately attract more users. This strategy will be formed by extracting the strengths and weaknesses of the competitors' products which will be highlighted within this analysis. After the breakdown of these strategies the objective is to incorporate these learnings within our design.
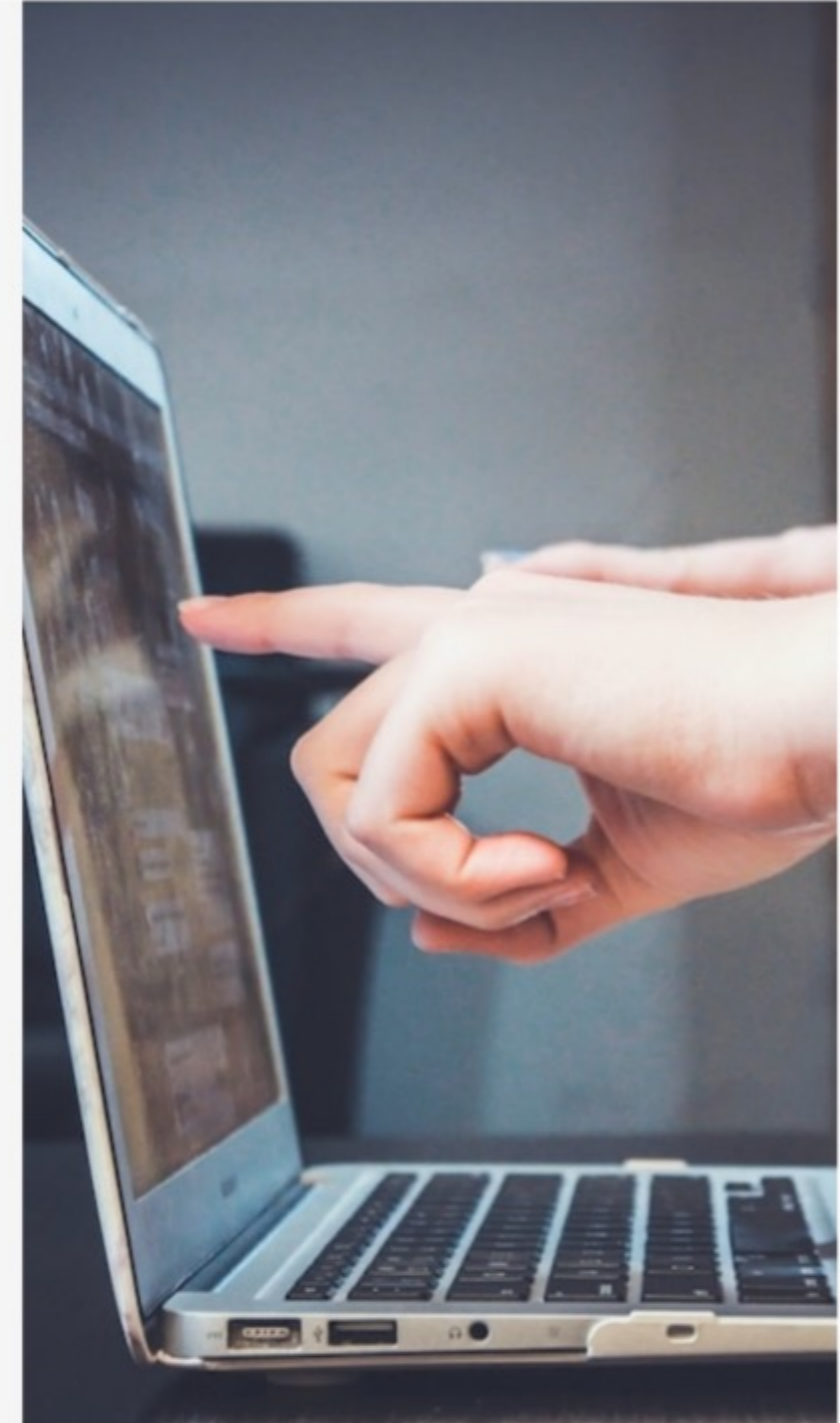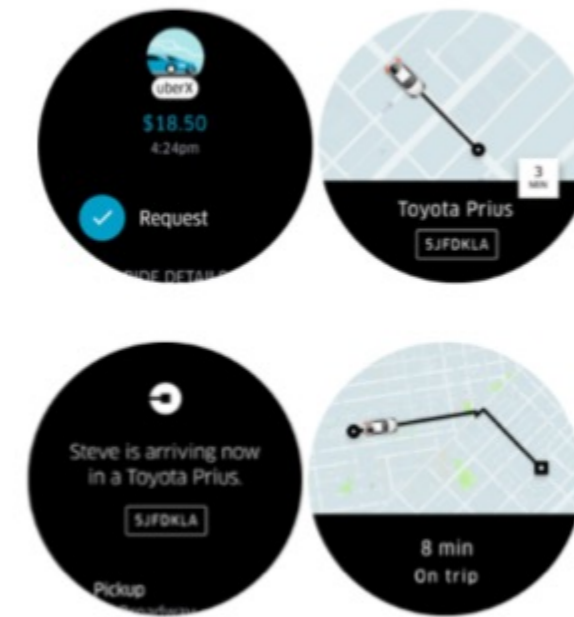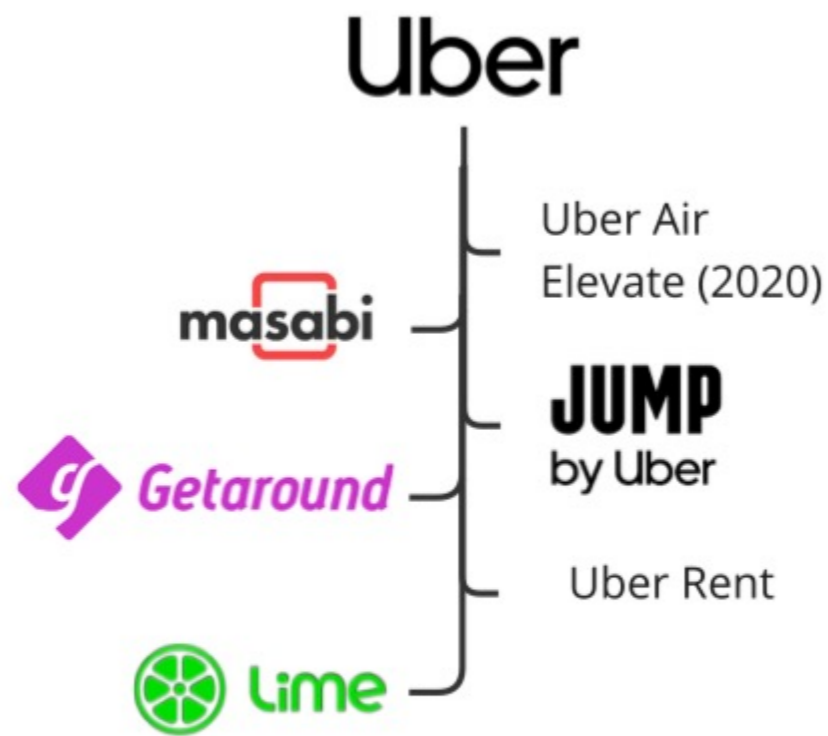
Competitors

Uber

WAYMO

03

Business Attributes

We compare the business attributes of Uber and Waymo in terms of Partnerships, Brand Recognition and their use of other devices for Multi Channel Interaction.

internetofbusiness.com

Uber halts self-driving car tests after pedestrian is killed | Internet of Business

NEWSBYTE: Uber has halted tests of its self-driving cars in North America after a woman was killed on Sunday night by an Uber Volvo. The victim has been named as Elaine Herzberg, 49. The incident in Tempe, Arizona, is believed to be the first fatal acci...
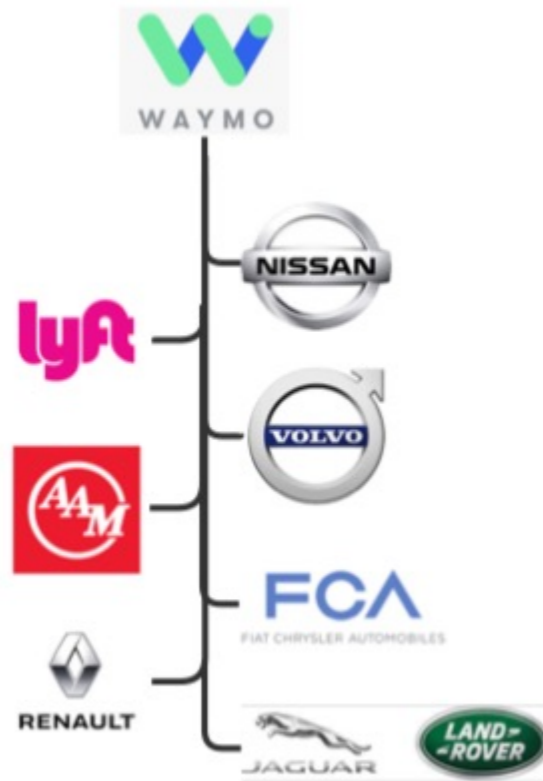

Partnerships

Uber has acquired and partnered others to diversify its transport offerings to users to provide a seamless travel experience. Users can select air or land transport options that could be autonomous, manned or even public transport. Users can also rent or rent out vehicles as a viable alternative to private vehicle ownership.

Brand Recognition

Uber has had negative media spotlight after its self-driving car killed a pedestrian a year after it was involved in a three-vehicle collision. Uber has also lost its licence in London, and is involved in a legal dispute with Waymo over patent infringement, which led to the departure of Uber's co-founding CEO, Travis Kalanick.

Multi Channel UI

Besides the mobile app, Uber is fully functional on smartwatch as well, with consistent information and UI relayed on the device. However, in 2022, Uber announced for Apple Watch users to switch to the mobile app instead.

Partnerships

Waymo has partnered up with many automotive companies such as Fiat, Jaguar, Volvo etc. which grants them access to advanced vehicle technologies. Through the acquiring of such partnerships they can accelerate their own development.
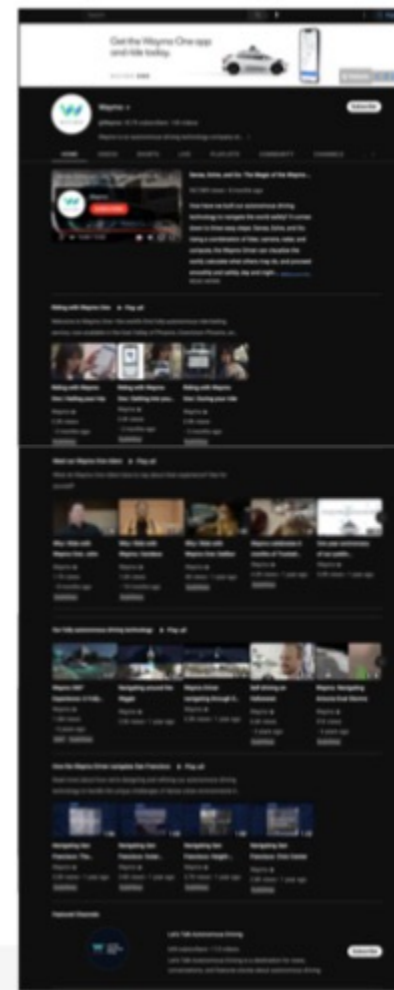
Brand Recognition

Waymo has established itself as the first and longest Robotaxi ride-hailing provider. Waymo launched a series of YouTube videos to educate the public on how to use Waymo Robotaxis and videos of actual customers to advocate for the Waymo brand.
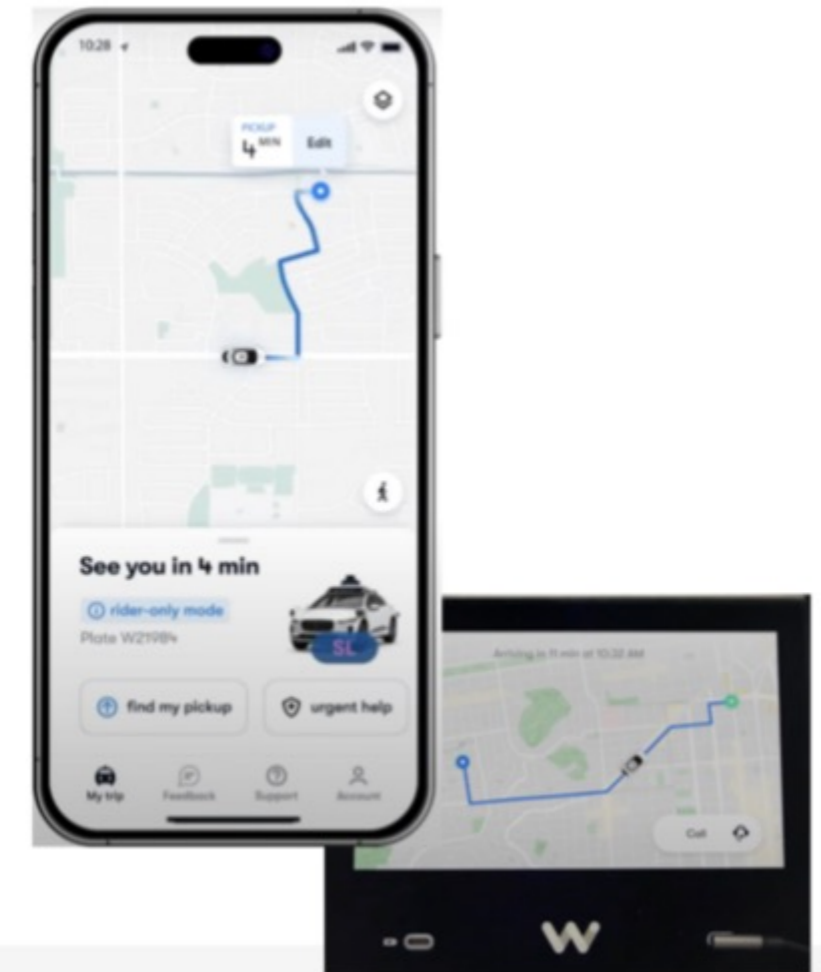
Multi Channel UI

Waymo communicates with users via the app and in-car screens through with consistent UI and content appropriate for each phase of the user journey.
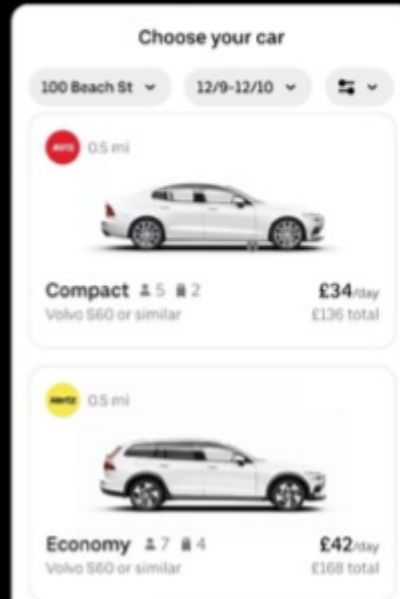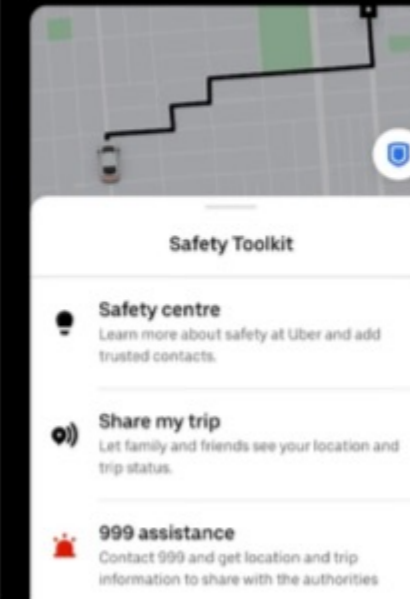
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UI Approach, Mood & Aesthetics

We first study the UI of Uber and Waymo and summarise the key differentiating features before benchmarking the products on the UI approaches, mood and aesthetics.

Find a rental car
right in the app

Choose your car

| 100 Beach St ⌄ | 12/9-12/10 ⌄ | ⇄ ⌄ |

0.5 mi

Compact ♟ 5 🛄 2 £34/day
Volvo S60 or similar £136 total

0.5 mi

Economy ♟ 7 🛄 4 £42/day
Volvo S60 or similar £168 total

More features
to help keep
you safe

Safety Toolkit

Safety centre
Learn more about safety at Uber and add
trusted contacts.

Share my trip
Let family and friends see your location and
trip status.

999 assistance
Contact 999 and get location and trip
information to share with the authorities

The Uber app seems easy to use. Key features that make it slightly different from other ride-hailing apps are:
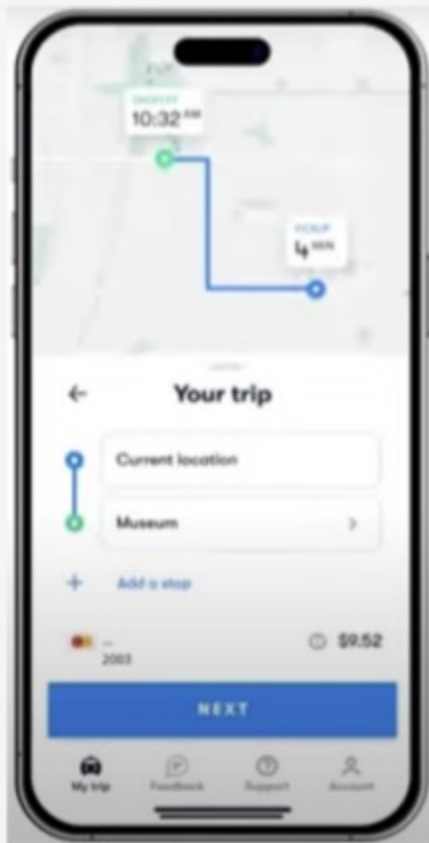
1. **Personalisation and context**
   Uber achieves this by gathering and utilising data such as user's location, previous history, and behavioral patterns to create more personalised and relevant experiences for their users. This approach can create a deeper emotional connection with users, leading to increased engagement and overall satisfaction.
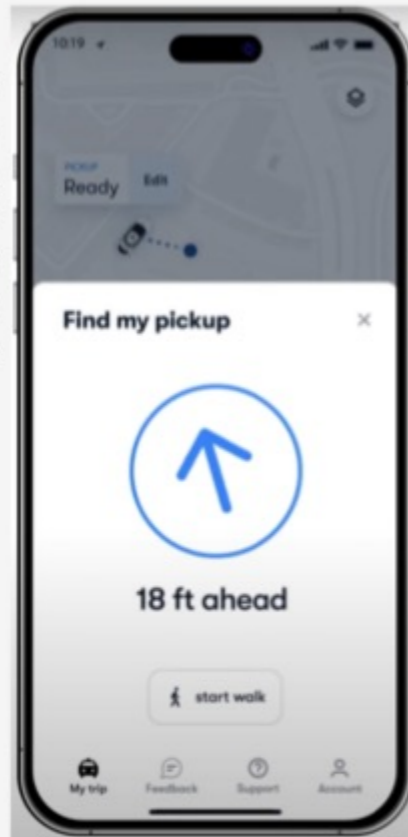
2. **Value for safety**
   Uber includes a variation of safety tools that can share your location with family and friends, call emergency services if needed and adds trusted contacts in case of emergency.
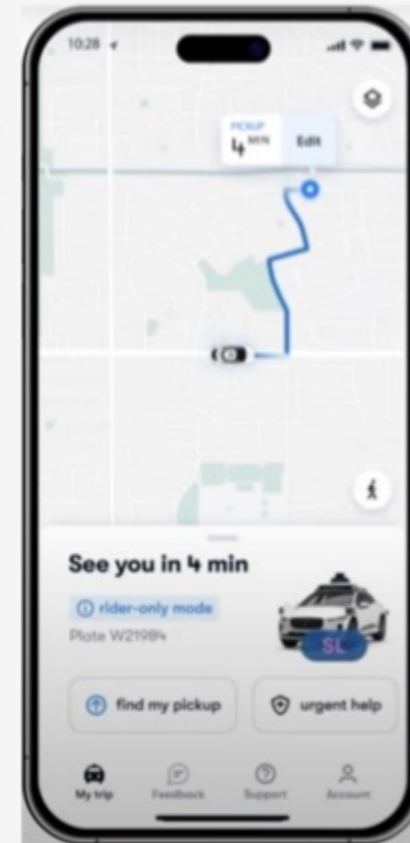
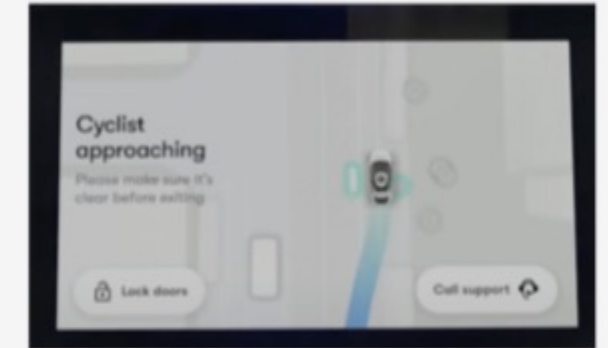**Automatic Selection of Safe Pick Up and Drop-off Points**

Directional Walking Guides to Users to Find a Waymo Pickup

Find my pickup

18 ft ahead

start walk

Rider Feedback Feature Available

See you in 4 min

rider-only mode
Plate W21984

find my pickup   urgent help

Information on Alighting Safely Provided on In-car Screen and by AI Assistant

Cyclist approaching

In-car screen feature for Locking of Doors

The Waymo app seems easy to use. Key features that make it slightly different from other ride-hailing apps are:

1. **Strong Regard for Safety**
   There seems to be a strong regard for safety and this extends to pick-up and drop-off scenarios. Users might have to walk a distance to find their Waymo car.
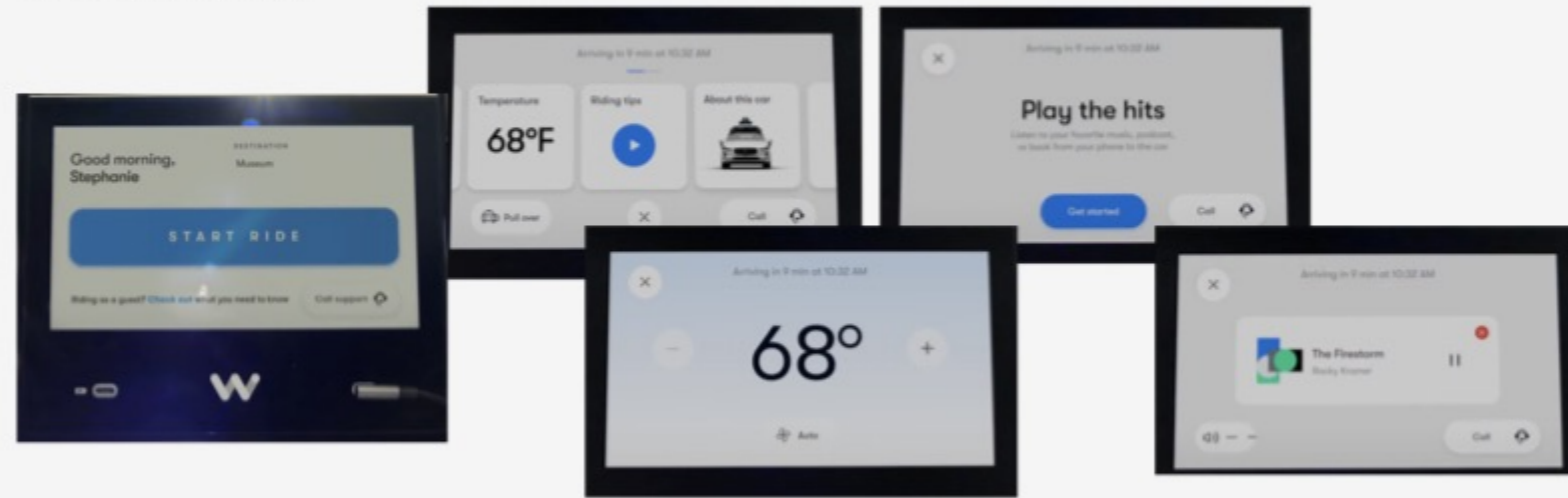   Feedback is also encouraged for sharing on the riding experience.

2. **Unlocking and Locking of car using app or Screen**
   Unlike traditional cabs, users will have to unlock their vehicles using the apps or in-car screen, by themselves.

Personalised Car Identifier

In-car screens for Personalised Rides

3. **Personalised Travel Experience**
   Users can make various selections to personalise their travel experience such as creating their preferred car identifiers, play their favourite music or change the temperature setting.

STRENGTHS
Competitor 1 - Uber

UI Approach

Minimal approach - Uber utilises a clean interface that is user friendly due to how easy it is to navigate. It is characterised by their bold colours and high contrast elements that help draw attention to any important information and actions.

Mood

Uber's mood creates a sense of trust, safety and reliability. Due to their minimal approach, the overall mood of the product exemplifies a sense of responsibility and efficiency and hints at a sense of exclusivity or elegance.

Aesthetics

Uber's aesthetic is deeply rooted in their consistent use of visuals, typography and colour palette which helps create a coherent look which elevates the company's brand identity.

WEAKNESSES
Competitor 1 - Uber

Weakness 1 - UI Approach

Minimal approach with heavy information - Although Uber's design is minimal it contains a large amount of displayed information within which can be overwhelming to users. This information is in the form of a variety of transportation options, pricing information etc.

Weakness 2 - Mood

Although Uber's mood creates a sense of trust, safety and reliability the use of location data and frequent push notifications might feel intrusive to some.

Weakness 3 - Aesthetics

Although Uber's visuals are consistent the lack of personalisation might feel impersonal. The app personalises to experience to each user but that exact lack of human interaction is a drawback. A second observation is that the app's responsiveness varies greatly from device to device which lacks consistency.

STRENGTHS
Competitor 2 - Waymo

Strength 1 - UI Approach

Minimal approach - Very few options to overwhelm the user and buttons are clear and prominently placed.

Strength 2 - Mood

Waymo's mood creates a sense of familiarity and reliability for its users. With soft and slow auditory tones and cues, it exudes calmness and safety to foster trust with its users.

Strength 3 - Aesthetics

Waymo's aesthetic is simple with strong use of white, black and accent blue. It uses a simple sans serif font that has a friendly look and is easy to read.

WEAKNESSES
Competitor 2 - Waymo

Weakness 1 - UI Approach

Minimal approach with lack of information - For a first time user, they may feel a little apprehensive not knowing the various steps involved in booking a Waymo vehicle. For example, locating the pickup point by way of walking to the vehicle is not a familiar task yet the UI does not present the user steps very clearly to users.

Weakness 2 - Mood

Waymo's mood creates a sense of comfort for users knowing that the vehicle they booked is available for them, however, it can feel somewhat transactional at times even though features for personalisation are present.

Weakness 3 - Aesthetics

Waymo has clean and simple visuals intended to convey reliability and trust however, it also seems to lack a character and makes it difficult to differentiate amongst other mobility brands.

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Key learnings for Objective

Based on our competitor analysis these are our key learnings:

- **Partnerships** is integral to solidifying a mobility product's market position. Particularly for Waymo, they are targeted in their partnership approach, identifying partners rather than acquisitions (as in Uber). This insight would be important for our product as we develop the technologies that work in partnership with other mobility providers.

- **Brand recognition** in the autonomous vehicle space is important to garner user's trust and confidence in the product. In the beginning stages of product growth, our product would need to generate a positive brand for safety and trust to avoid the pitfalls Uber faced.

- **Multi-Channel UI** integration would help users obtain the right information at the right time in the right form and a strong focus on consistent design and content will help to elevate the user experience.

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Recommendations

Based on our competitor analysis we recommend applying the following observations to the project:

✓ Focus on the content to be delivered and strive for a minimal design to convey the right amount of information required.

✓ Create a mood of reliability to foster trust with users. To maintain the sense of trust, avoid overwhelming users with unnecessary push notifications. A more personal tone would be good to prevent a transactional tone.

✓ Aesthetics that are simple in form, consistent and friendly in design will work well in a mobility product. App reliability in performance will be good while incorporating personalised looks and feel for each user. As there is intense market competition, try to identify design factors that could help to distinguish the product brand.

Thank You