

# Competitor Analysis- Q3 2020



Created by Gaia Boyd  
Last updated Dec 14, 2020 • 6 min read • 8 people viewed

> Expand to View Table of Contents

## Overview

The UX Research group has undertaken a comprehensive assessment of eight of our main competitors' digital experiences. This is an effort to clearly define and understand the market landscape from the perspective of individuals seeking service with the help of websites and digital products.

The primary audience for this analysis is LegalShield's product development teams: the Product Designers, Product Managers and Engineers. Our aim is to not only show you what's out there, but to give you a foundation of understanding how to interpret, assess and speak about the quality of a software's user experience.

Of course, our hope is that the secondary audience of all those involved in creating and marketing LegalShield's products will be able to learn from this extensive report. We welcome your questions and feedback, no matter the team you're on.

## Introduction to Methods

While the range of work done to define an experience is vast, the collection of UX efforts all ultimately drive toward a single thing: creating a digital tool that helps people do thing things they want and need to do. In other words, a tool that helps human beings complete tasks.

To that end, we've broken the bulk of our analysis into an assessment of how well each platform enables customers to complete the tasks of moving through the customer journey, from awareness of need to paying for and receiving service. Each page that follows is therefore a page assessing eight competitors' enablement and empowerment of customers completing each task in that journey. Read down the list of pages, and you'll see the major tasks entailed in the customer journey unfold.

The competitors we've considered in this analysis are as follows:

Legal Services	Identity Protection & Reputation Management
LegalZoom	Norton LifeLock
RocketLawyer	Infoarmour by AllState
ARAG	Identity Guard
Avvo	ID Watchdog

## Analysis Framework

It's important to know that the principles of User Experience Design have been arranged and spoken about in a variety of ways by countless UX professionals. The analysis framework we use to frame our work is our own synthesis of esteemed and validated knowledge from industry leaders and resources, paired with our experience in the field. To further understand the roots of this approach, we offer several resources which you can also use to compare, deepen, and give context to our work. These include:

- [Nielsen Norman Group](#)
- [Usability.gov](#)

- [User Interface Engineering \(UIE\)](#)
- [Interaction Design Foundation \(IDF\)](#)

Further information can be found by searching for “UX Heuristics” and reading the array of detailed and high-level ways these are defined and applied.

This analysis uses the principles described in the resources above arranged into four areas of focus, or “Pillars of UX”. These are Content and Information Design, Conventions and Affordances, User Control and Freedom, and Visual Design.

### **Pillar One: Content and Information Design**

- The information displayed is goal oriented. It informs the user “what can be done” with this program. Tasks are those defined for the application.
- Only (and all) essential information to decision making is displayed on the screen and in dialogues. The user is able to see and identify tools on the page, and the sections of the site, used to accomplish specific tasks.
- The information displayed is descriptive. For example, field-level prompts are provided for data entry fields. Prompts and dialogues contribute additional information, rather than repeating words or content.
- Information is procedural. The system shows the user where to begin a task and includes instructions or interactive prompts for all actions done to complete the task.
- Information is interpretive. The user is informed as to why system actions occur. Users can anticipate what will happen before performing an action, and discern the process of cause and effect.
- Information is navigational, telling the user where they are the process and in the system. The navigation menu logically organizes information, with child sections clearly relevant to the parent sections. Standard global elements persist across every screen. Users can always return home or locate themselves within the system.
- The system “speaks” users’ language with familiar words and concepts, rather than system-oriented terms. Words have consistent meaning across the system.
- As appropriate, presentation of content is varied. This could include: labels, written explanations, directions, graphics, interactive elements, data visuals, granular and overview data, or other technical information.
- Pages are internally organized. Each screen has a title or header relevant to the content of the page. Tabs logically divide and organize the information, and are relevant to the page title or header.
- The system translates data for users when relevant to the task. *(For example, the total for a plan plus all plan supplements is shown on the screen.)*

### **Pillar Two: Conventions and Affordances**

- Whenever possible, language, icons, and patterns follow familiar industry standards or common cultural conventions.
- The system does not require users to remember information, unfamiliar definitions, or functionality from one step to the next, from the top to the bottom of a long page scroll, or from one page to the next.
- The system has clear visual or interactive cues for when objects/icons/options are selected or deselected, as well as active or disabled.
- The system uses interactions meaningfully and consistently. Different interactions help distinguish different available options or types of tasks. The system avoids interactions that distract the user from completing the task at hand.

### **Pillar Three: User Control and Freedom**

- Resources for help using the system or completing complex tasks are easily visible or retrievable. Users can easily find the help documentation relevant to their task, and return to tasks where they left off after getting help.
- The system also saves entry data if users skip around in a process or changes screens in the middle of

a partially complete process.

- Editing is made easy. Users are able to preview work at several points in the process before the ability to edit or update has been removed. The system supports undo and redo.
- The system status is clearly communicated and puts users in control. The system responds promptly to actions, indicates progress in a process, and conveys empty states effectively. Users always have a clear path to exiting an unwanted state.
- System prompts and dialogues are worded in human-centered, affirmative language that places the user in control.
- The system performs well, responding in under 1 second to simple commands (like a search), and in under 6 seconds for complex commands (like pulling a complex report).
- The system prevents users from making errors whenever possible. Fields and buttons are disabled until activated or all required fields are entered. Elements are disclosed progressively, and required fields are marked with visual cues, etc...
- Users are prompted to confirm before a permanent or potentially destructive action is executed.
- Error messages include instructions on the action that will correct the error. When an error is detected in data entry, the system places the cursor in the first field on the page with an error.

#### **Pillar Four: Visual Design - Brand & Aesthetics**

- All aspects of the experience clearly follow common, modern visual guidelines.
- Visual details rooted in an "on brand" presentation are utilized across each pagew. Customers perceive they are customers of one single company, not many.
- Prompts, cues and messages are appropriately placed in a logical line of sight, proximal to their relevant elements. Messages are located in a place where the user can see the elements to which the message relates.
- Visual hierarchy assists users through a task flow by organizing and prioritizing information using font size, headings, justification, grouping and color coding. Information is sectioned into zones separated by space, lines, color and titles or shaded areas. Whitespace is intentionally used to group and organize types of information, such as instructions, data, prompts, etc....
- Visual design is minimalist and aesthetically pleasing. Unnecessary elements are not present, and specialized elements are minimized or collapsed. Whitespace is used intentionally.
- The visual design consistently follows platform standards with icons, layouts, messages, color pallet, and interactions. Icons and symbols have consistent meaning.

#### **How to Read this Analysis**

The nature of a project this large necessitates a balance of precision and expediency. We fully expect there will be ways to refine and improve the points made within and that our audience will help us in that effort. This means we already know that each and every one of these points has not been completely considered at all times.

As the teams working to use the information from this analysis consume and apply the learnings here, we anticipate we will learn from you, as well, refining these pages to be even more complete. Please feel free to leave comments and ask questions. We welcome the help!

 Like Be the first to like this

No labels 



Write a comment...