**Golden Ratio App**

Competitive UX Analysis

6 August 2021

Introduction

This competitive analysis will identify and evaluate the key usability strengths and weaknesses of a potential Golden Ratio app’s competitors. The analysis will examine key user experience components by citing instances of best and worst practices from competitors’ apps. My exploration of what competitors do well and what can be improved will provide important insights that can be applied to this project.

The direct competitors that will be covered are:

* Sketchbook
* Canva
* Infinite Painter

The indirect competitors that will be covered are:

* Golden Ratio – Face Shape & Rate Your Looks
* Golden Ratio Calculator
* Golden Ratio Camera

Analysis Objectives:

* Understand how competitors entice users into using their artistic apps
* Understand how competitors make the user experience easy for users to manage the app
* Understand the position of artists app within the market
* Capitalise on any weaknesses or shortcomings from competitors’ apps

**Sketchbook:**

Strengths:

* Easy to access artboard
* Initial sketch function is easy to master
* Essential layers and colours options clearly laid out

Weaknesses:

* Exit option is unclear – selecting cancel doesn’t bring me back to the main menu
* Unclear as to where the undo option is (Ctrl Z/Command Z on PC/Mac)
* Unclear as to how to erase sketch

**Canva:**

Strengths:

* Easy to lay photos
* User friendly interface
* Variety of templates, fonts, images, stickers

Weaknesses:

* Sharing templates may lead to an overuse of a particular design. Not much room for originality
* Does not have local file storage (if website is down, you have to wait to access your designs to make new changes
* No source file option (Unlike Photoshop, Illustrator, or InDesign, you cannot edit, share, or export your design without your Canva account.)

**Infinite Painter:**

Strengths:

* Options of lush brushes, friendly curve control
* Great variety of features for brushes, colours and sizes
* UI is simple and easy to use

Weaknesses:

* Layer limit is frustrating for some users
* Frustration around layers locking automatically. Other platforms offer option of user locking layers themselves
* User has to pay in order to download new features

**Golden Ratio – Face Shape & Rate Your Looks:**

Strengths:

* Measures ratio of users’ face to determine beauty
* Some user reviews indicated consistency and accuracy in terms of its repeated use
* Easy to navigate and understand

Weaknesses:

* Assesses users’ beauty – some find this offensive and pointless in terms of practical use
* Users complained about pop-up adverts cluttering the interface
* Other users feel that this is purely a novelty app with no substance

**Golden Ratio Calculator:**

Strengths:

* Simple and free to use
* Useful for design measurements
* Quick to load with no ads

Weaknesses:

* Users complained about poor instructions. Unclear for beginners
* The calculations disappear when entered on the axis
* Users commented that they would love an option to upload an image and have rule of thirds lines to assist with composition

**Golden Ratio Camera:**

Strengths:

* Option to reverse Golden Ratio when taking photos
* Assists with masterful compositions
* Some users state that it adheres to the Golden Ratio principles

Weaknesses:

* Image quality is sacrificed when compressed
* The app keeps crashing when attempting to take a picture
* Not much flexibility when moving the ratio measurements