

Competitive UX Benchmarking

Competitive UX Benchmarking provides a succinct analysis that compares your websites and products against leading competitors, revealing the front-runners in UX and the reasons behind their success. This service delivers actionable insights, effective strategies to follow, and mistakes to avoid.

uXreactor
Part of **Ascendion**

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How It Works

1 Define Research Questions

Tell us what aspects of your experience you want to focus on

2 Choose Two Competitors

We will also evaluate them so we can compare findings

3 Get Insights

See how your experience compares to your chosen competitors

This Is for You If...

You're concerned about your product's UX potentially not measuring up to your key competitors

You're wondering what usability issues your users are facing that your competitors have solved

You want to prioritize UX initiatives with a clear, evidence-based competitive analysis

Design Recommendations

Specific, actionable recommendations focusing on areas where you can improve to gain competitive advantage and exceed competitor offerings

A Comprehensive Analysis

You will receive a report quantifying the quality of your UX in comparison to 2 competitors, detailed findings of the most pertinent issues, and a list of dos and don'ts

Program Management

Hours of user research distilled into key moments, offering real depictions of user interactions and feedback

What You Will Get

What It Can Look Like

5 Weeks

Week 1

Week 2

Week 3

Week 4

Week 5

Kick-off
Workshop

Recruitment

Planning

Pilot

Competitive UX Benchmarking

Synthesis & Analysis

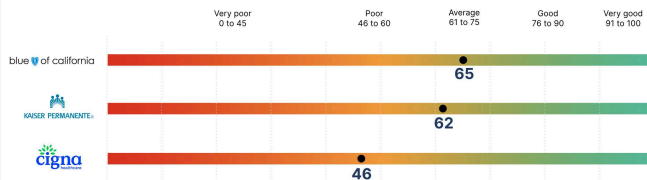
Insights
Report

Competitive UX Benchmarking: Health Insurance

UXReactor conducted competitive UX benchmarking usability tests, both moderated and unmoderated for three leading Health Insurance company websites.



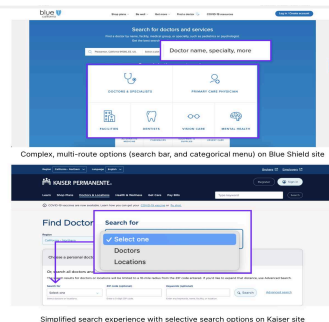
Competitive UX Benchmarking QXscores: Health Insurance



Sites that offered a single search flow performed better than those that offered variations of search flows

When websites presented multiple search flows, participants often felt confused and less confident in their choices. Conversely, a single, straightforward search flow improved task efficiency and boosted participants' confidence, making them more certain they were taking the correct actions.

Recommendation: Reduce redundant pathways and complex functionalities, and focus on a single, intuitive route to enhance clarity and improve overall user satisfaction.



User behavior unveiled

Task 2: Finding a Primary Care Physician

You are now on the [provider name] website. Please show us **how and where you would find a primary care physician (PCP)** who is currently accepting new patients that aligns with your personal preferences.



20%

Blue Shield participants completed the task with an average time of **225 seconds**, and a perceived ease of use of 4.0



60%

Kaiser participants completed the task with an average time of **262 seconds**, and a perceived ease of use of 5.2



40%

Cigna participants completed the task with an average time of **257 seconds**, and a perceived ease of use of 5.4

With similar perceived ease of use in all three experiences, Kaiser and Cigna outperformed Blue Shield with perceived simple, clear, and easy-to-use search categories.

What Impact You Should Expect to See

- Enhanced strategic decision-making with a deep understanding of the competitive UX landscape
- Improved product usability and customer satisfaction through targeted improvements based on empirical data
- Increased market competitiveness by adopting best practices and avoiding common pitfalls identified in your industry
- A roadmap of actionable steps derived from detailed issue findings, guiding your team towards impactful UX enhancements
- Prioritized UX initiatives, allowing for focused investment in areas with the highest return on user satisfaction and business objectives
- Insights and strategic guidance to position your product not just to compete but to lead in delivering outstanding user experiences