



Tablet Competitive Analysis

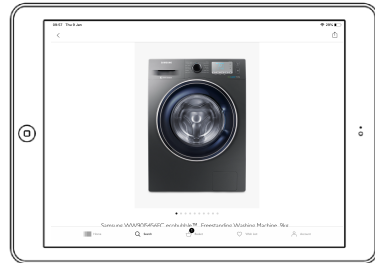
Shebul Miah – UX Lead

Market position

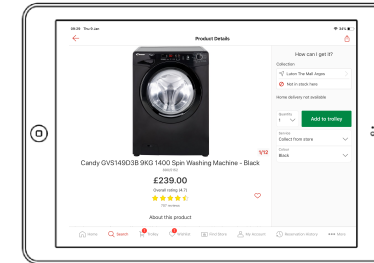
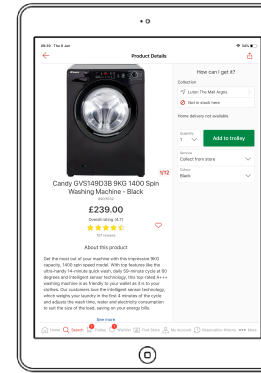


PDP – Layouts (iOS)

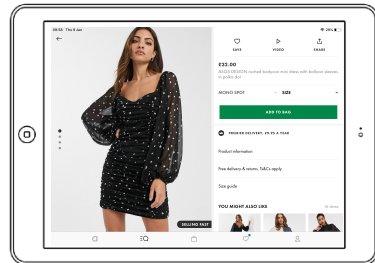
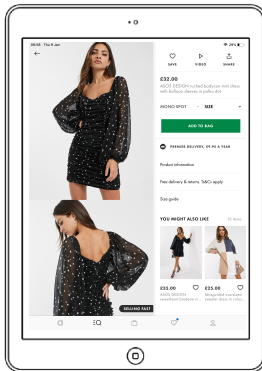
John Lewis



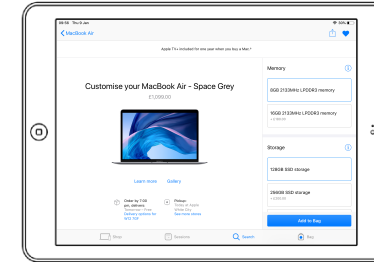
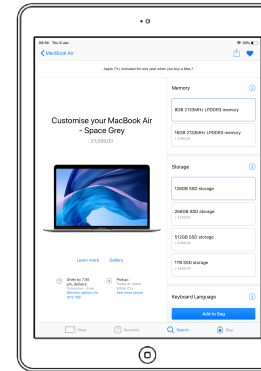
Argos



ASOS

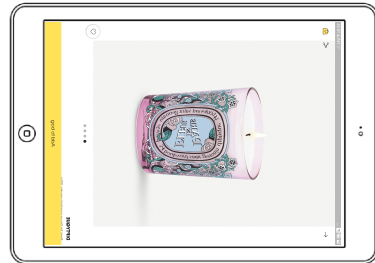
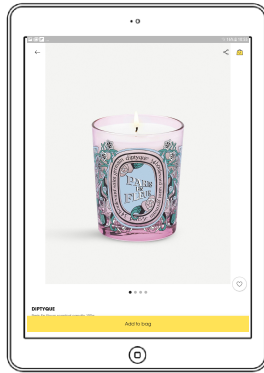


Apple

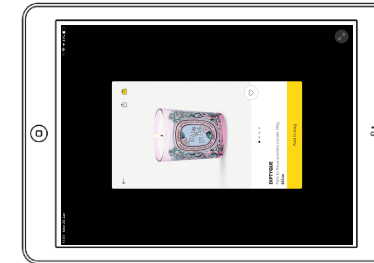
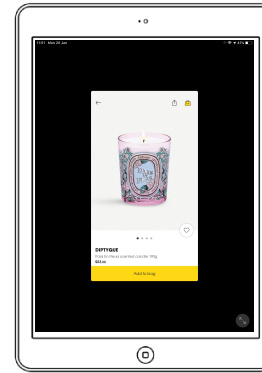


PDP – Layouts

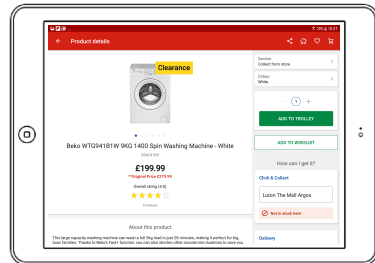
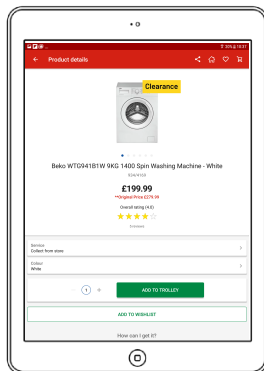
Selfridges (Android)



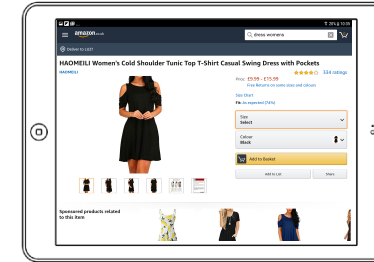
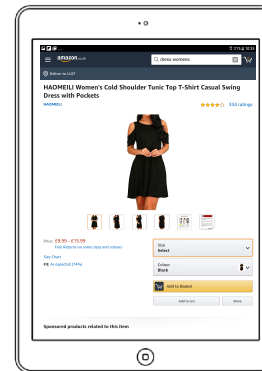
Argos (iOS)



Argos (iOS)

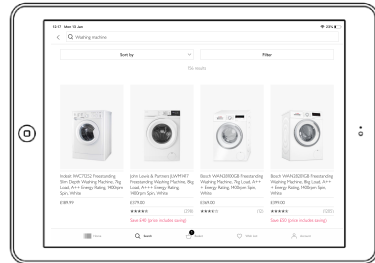
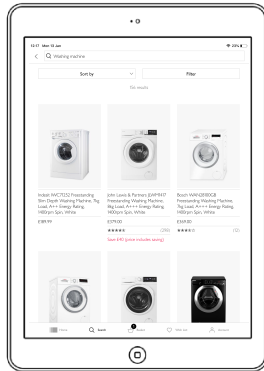


Amazon (iOS)

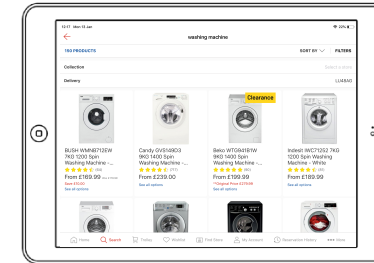
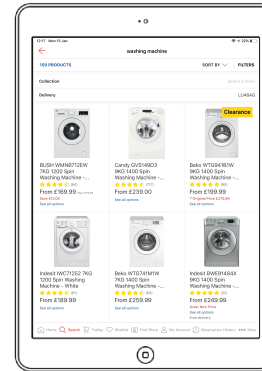


PLP – Layouts

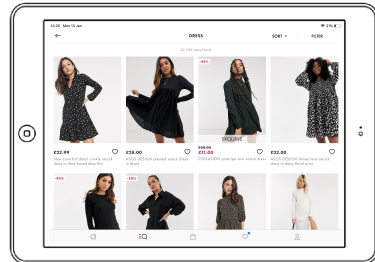
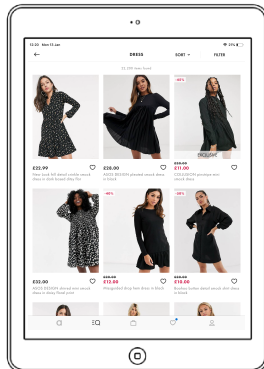
John Lewis



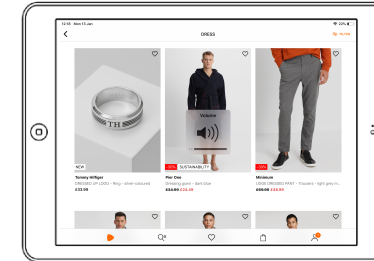
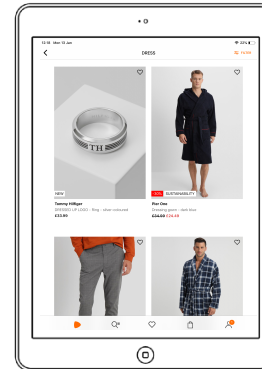
Argos



ASOS

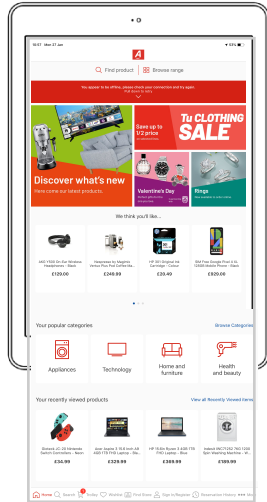


Zolando

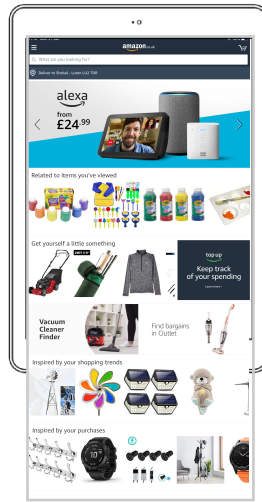


HOMEPAGE

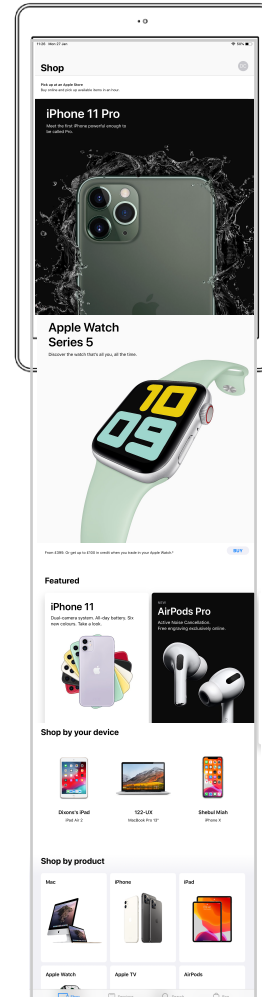
Argos



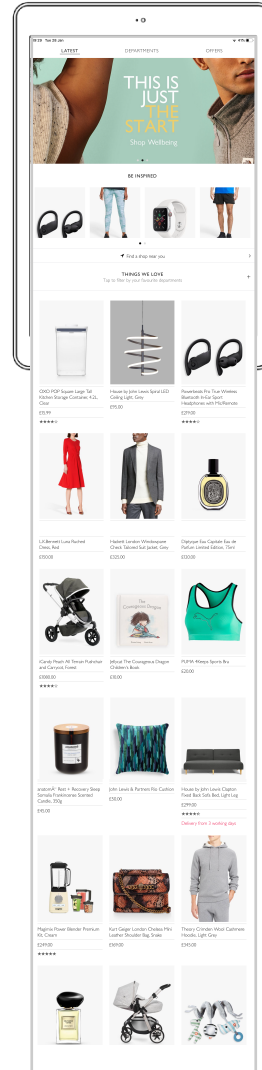
Amazon



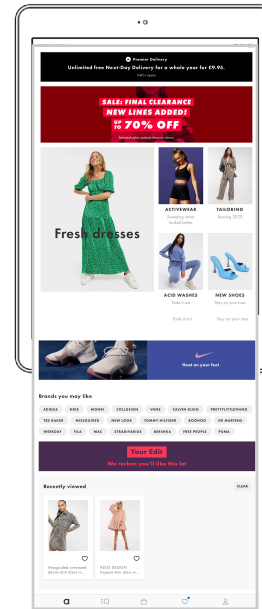
Apple



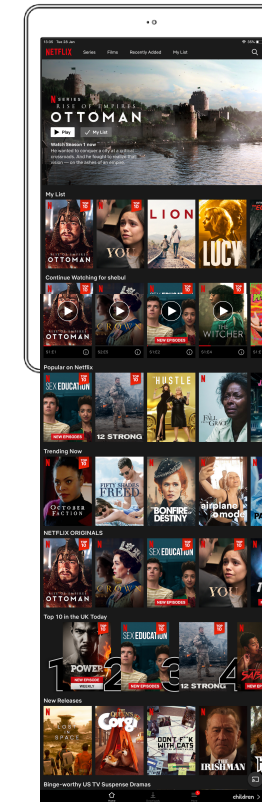
John Lewis



ASOS

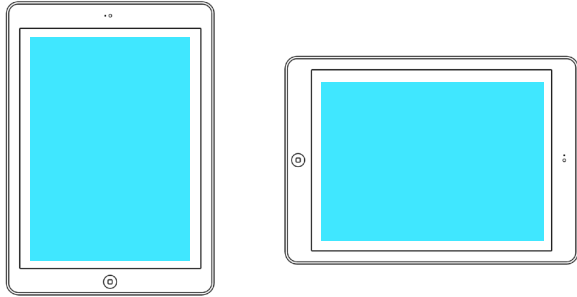


NETFLIX

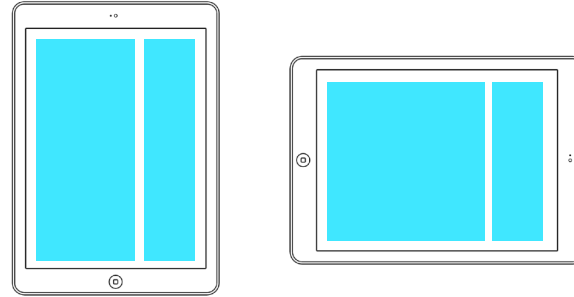


PDP – Layouts

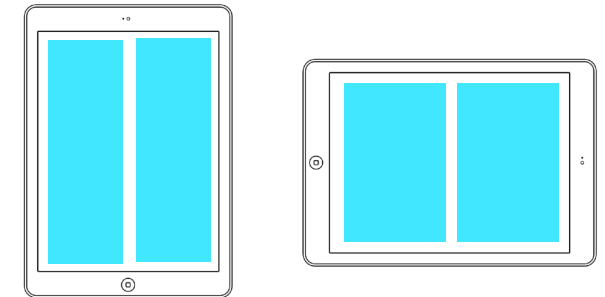
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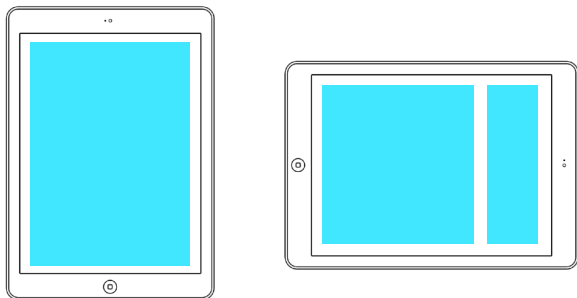
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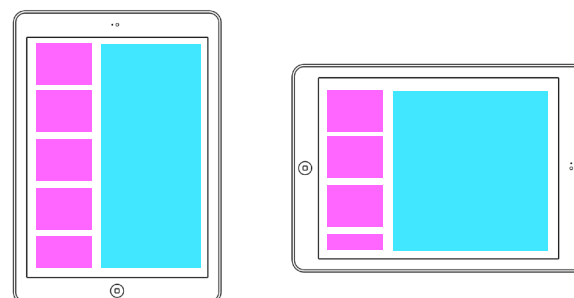
3. Even columns



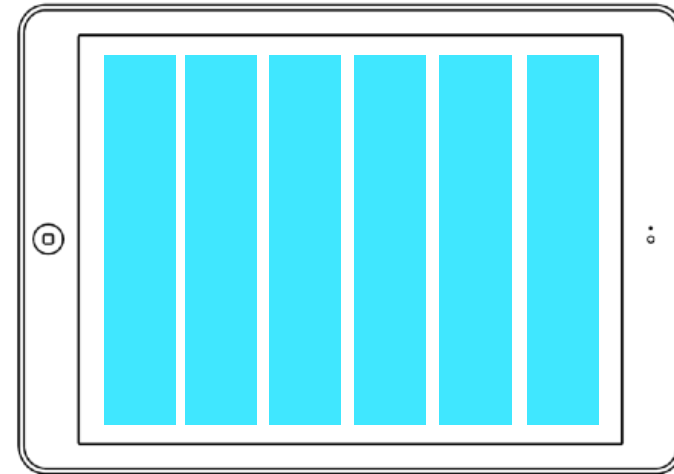
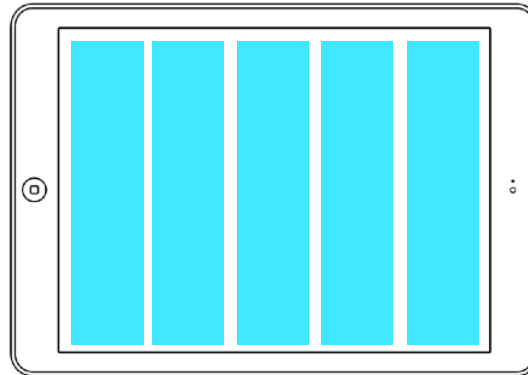
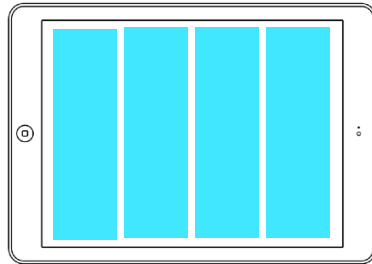
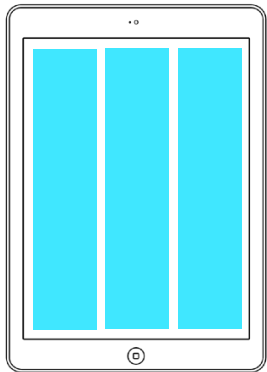
4. Mixed columns



5. Master detail flow



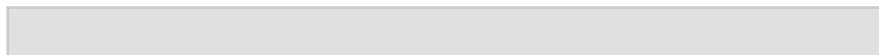









PLP – Layouts


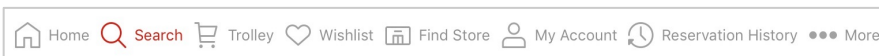










Bottom navigation

Android

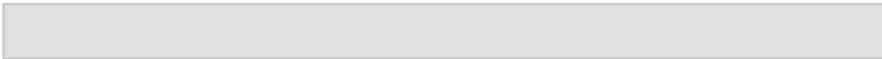
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Argos	
Apple	
John Lewis	
ASOS	
M&S	
Sainsbury's	
IKEA	
Zolando	
Amazon	


iOS

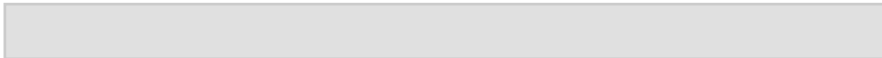
	
	
	
	
	
	
	
	
	
	


Top navigation


Android


AO 


Argos 


Apple 


John Lewis 

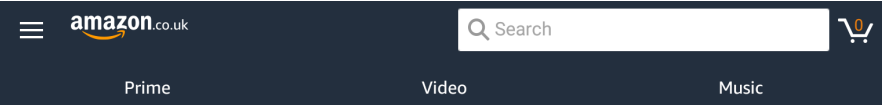
ASOS 

M&S 


Zolando 


IKEA 

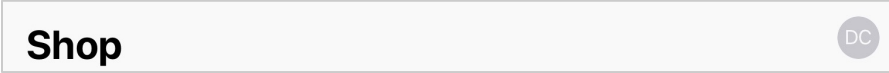
Sainsbury's 

Amazon 


iOS







Shop 

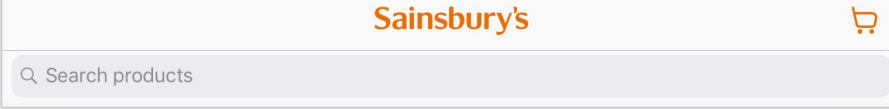
LATEST DEPARTMENTS OFFERS




M&S
EST. 1884





Sainsbury's 



Tablet – Competitive Analysis Landscape

Company	John Lewis		Amazon		Apple	Argos		ASOS		AO		Zolando	
Platform	Andriod	iOS	Andriod	iOS	iOS	Andriod	iOS	iOS	Andriod	iOS	Andriod	iOS	Andriod
Orientation													
Potrait	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Landscape	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
HOMEPAGE													
Hero carousel	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Length of page	Long	Long	Short	Short	Long	Short	Short	Short	Short	Short	Short	Long	Long
Links to category page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Search	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PRODUCT LISTING													
Lazy load	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Column No. Landscape	3	4	1/2	1/2	1	4	4	4	4	4	4	4	3
Column No. Potrait	3	3	1/2	1/2	1	3	3	3	3	3	3	3	3
Sort by	Custom	Custom	Custom	Custom	Native	Native	Native	Native	Native	Native	Native	Custom	Custom
Filter	Custom	Custom	Custom	Custom	Native	Native	Native	Native	Native	Native	Native	Custom	Custom
Star rating	Yes	Yes	Yes	Yes	No	Yes	Yes	No	No	No	Yes	Yes	Yes
Product call-outs	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes
PRODUCT DETAIL PAGE													
Product image	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Size picker	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Color picker	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Qty	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Add to wishlist	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Share	Native	Native	Native	Native	Native	Native	Native	Native	Native	Native	Native	Native	Native
Size guide	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Product information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product specification	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Delivery information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Returns	Yes	Yes	No	No	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes
Social suggest	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Customer ratings	No	Yes	Yes	Yes	No	Yes	Yes	No	No	No	Yes	Yes	No
NAVIGATION													
Top navigation													
Category link	Yes	Yes	Yes	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes	Yes
Hamburger menu	Yes	No	Yes	Yes	No	Yes	No	No	Yes	No	Yes	No	Yes
Search	Yes	No	Yes	Yes	No	Yes	Search	No	Yes	No	Yes	No	Yes
Account	No	No	Yes	Yes	Yes	Yes	No	No	No	No	Yes	No	No

Tablet – Competitive Analysis Landscape, continued . . .



Company	John Lewis		Amazon		Apple	Argos		ASOS		AO		Zolando	
Platform	Andriod	iOS	Andriod	iOS	iOS	Andriod	iOS	iOS	Andriod	iOS	Andriod	iOS	Andriod
Other navigation													
Home	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Search	No	Yes	No	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No
Basket	No	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Wishlist	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Account	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Find store	Yes	No	No	No	No	No	Yes	No	No	No	No	No	Yes
Reservation history	No	No	No	No	No	No	Yes	No	No	No	No	No	No
More links	No	No	No	No	No	No	Yes	No	Yes	No	No	No	No
SEARCH													
Text	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Voice	No	No	No	No	No	Yes	Yes	No	Yes	No	Yes	No	No
Visual	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Barcode scanner	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	Yes
Recent searches	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ACCOUNT													
Sign/create account	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Guest login	No	No	No	No	No	No	No	No	No	No	No	No	No
Social login	No	No	Yes	Yes	No	No	No	Yes	Yes	Yes	No	No	No
FaceID/Touch ID	No	No	No	No	No	No	Yes	No	No	No	No	No	No
View orders	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
in-store receipts	Yes	Yes	No	No	Yes	Yes	No	No	No	No	Yes	Yes	Yes
Account type	Native	Wrapper	Wrapper	Wrapper	Native	Native	Native	Native	Native	Native	Native	Wrapper	Native
Other accounts	Membership	Membership card	No	No	Native	Nectar card	Nectar card	No	No	No	no	Membership card	Membership
CHECKOUT/BASKET													
Basket	Native	Native	Wrapper		Native	Native	Native	Native	Native	Native	Native	Native	Native
Checkout	Wrapper	Wrapper	Wrapper		Native	Wrapper	Native	Wrapper	Wrapper	Wrapper	Wrapper	Wrapper	Wrapper
NOTIFICATION													
Notification settings		Yes	Yes		Native	No	No	Yes	Yes	Yes	No	Yes	
APP STORE RATING													
Rating	4.8*	4.9* (77,293)	4.1*		3.5*	3.8*	4.8*	4.8*	4.8*	4.8*	3.8*	4.9* (77,293)	4.8*
Downloads	500K+	N/A	100M+	N/A	N/A	5M	N/A	N/A	10M+	N/A	5M	N/A	500K+
LAST UPDATED													
Date	11/12/2019	29/12/20	11/11/19	06/01/20	09/12/19	31/10/19	07/12/19	16/12/19	16/12/19	16/12/19	31/10/19	29/12/20	11/12/2019

Key findings

- Tablet layout should work in both landscape and portrait orientation
- Use mobile app assets used for tablet to speed delivery
- Wrap basket/checkout to reduce time and launch to market quicker
- Make use of landscape orientation and let content spread
- Use traditional PLP design as its simpler and proven by testing
- Use the same PDP as store-mode as its proven to be successful already
- Make use of all iOS and Android native patterns to speed delivery
- Remove hamburger menu as menu links are hidden proven by testing
- Give my account link more prominence by displaying it