Method

Benchmarking

Systematically comparing how other organizations or products solve the same problem, to find good practices and opportunities.



In Spanish
Análisis comparativo

Origin
Business management; Camp (1989)

Output
A structured comparison of solutions, with good practices and opportunities

What it's for

It avoids starting from scratch and shows what people already expect from other services they know.

Key elements

Same criteria
Everything is compared against the same list.

Beyond the competition
Also other sectors that solve the same problem.

Understand, don't copy
Know why something works before adopting it.

How it's done

1

Choose references. Which products or services, and with what criteria.

2

Explore and document. Screenshots, notes, strengths and weaknesses.

3

Compare. Put them side by side and draw conclusions.

Applications in design

When to use it

At the start of a project, to learn what is standard and where you can stand out.

Avoid

Copying what competitors do without knowing whether it works for them.

Don't fall for it

Look at other sectors too: the best idea often comes from outside.

Connections

Used by

- Brand design
- Editorial design
- UX design

Related to

- Four Actions Framework
- Service safari

Authors and works

1989	**Robert C. Camp**	Described benchmarking as the search for best practices to improve one's own performance.

Sources

Original sources

- Camp, R. C. (1989). Benchmarking: The search for industry best practices that lead to superior performance. ASQC Quality Press.

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