

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

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.

Last reviewed: October 22, 2026

Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.