Phase 1:

Description:

Our organization dedicates itself to the selling and refurbishing of old times armored vehicles for reasonable prices and the education of ancient war history by teaching our customers

Survival

Battle Tactics

Driving methods of various war machines

Our target audience are fans of ancient war machines and people looking for survival teachings.

The reasons behind the presence of this website is because there aren’t many websites that sell war machines, such products are hard to find and we would like to educate people in actual things that could help them later in life, e.g. Survival, in of another war happening between countries.

Company Name: UTank

Competitors

TANKS-A LOT:

The layout of the page looks nice, but the heading and navigator take too much space of the website.

The have multiple services to offer to their customers such as, learning how to drive a tank, survival training and vehicles renting.

<https://tanks-alot.co.uk/>

Mortar Investments:

The layout of the page and background aren’t complex, so easy to appeal to public.

Another thing is the four images with description, these features is very simple to understand what a site is selling.

Information on the page is straight forward and useful for new customers entering the page.

The navigation of page is clear and present each product with an image to let the customer know what they’re looking at.

<http://www.mortarinvestments.eu/>