

Name of Evaluator: Kalecia McNeal Your Team #: 11 Date: 9/17/2023

Name of Your Client Site: Running In The USA

URL of Client's Site: <https://runningintheusa.com/>

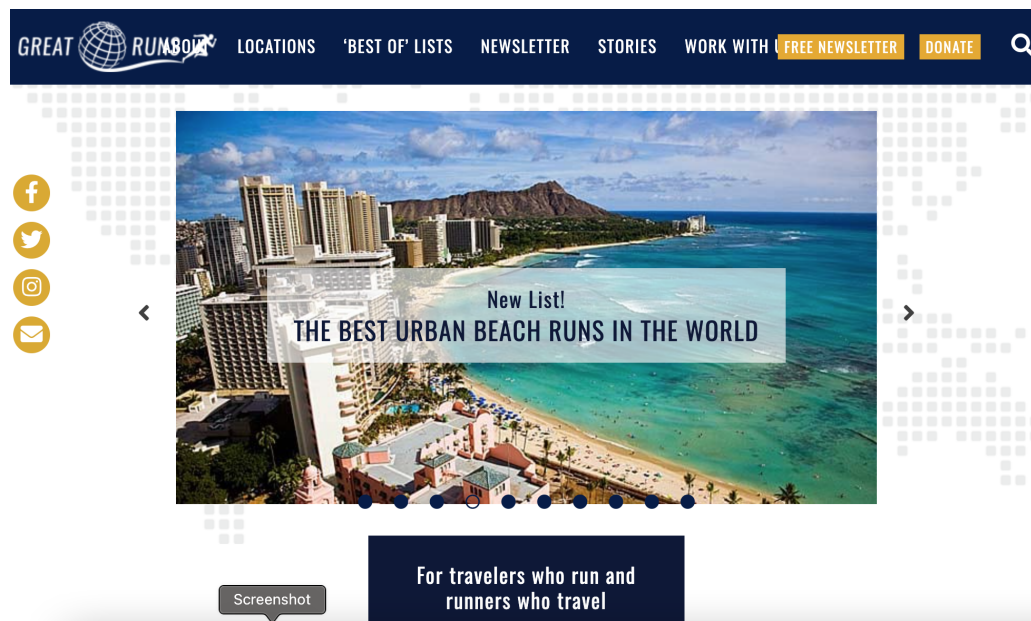
Name of Related Site/Competitor Site: Great Runs

URL of Related/Competitor Site: <https://greatruns.com/location/tallahassee-fl/>

ACTIVITY: Competitive Benchmarking

Instructions. In order to get an idea about how other related organizations are representing themselves on the web, it is useful to do some kind of competitive benchmarking. Find a website of an organization that is similar to your client's organization (they may be similar in main goals and target audience if you cannot find an organization exactly like yours).

1. Take a screenshot of the homepage of the website and paste it in the space below¹:



2. What elements/features do you like most about this site? Briefly explain why you like these features.

1. **Menu:** I like the drop menu being at the top because it has different links to different categories in the site
2. **Carousel:** I think the image carousel on the front on the page is my favorite. It has very diverse topics ranging from lists to new added places.
3. **Categories:** I like the middle of the page where there is a section to browser races by regions of the world. It makes it easier for people to find races where they live.

3. List at least 3 things, elements or features that you DON'T like about this site? Briefly explain why you don't like these features.

1. I do not like the map opening on the side. I feel it causes content to be shortened.
2. The sizing of the front page is a little too big. I wish there were some more space for content.
3. I wish the design on the website would be a little more dynamic. It feels a little boring.

4. List at least 3 things, elements or features from this website that you would like to incorporate on your prototype site.

1. I will incorporate the front banner at the top of the page
2. The second thing I want to add to the website is the carousel
3. Lastly, I want to add the design of the website into the prototype