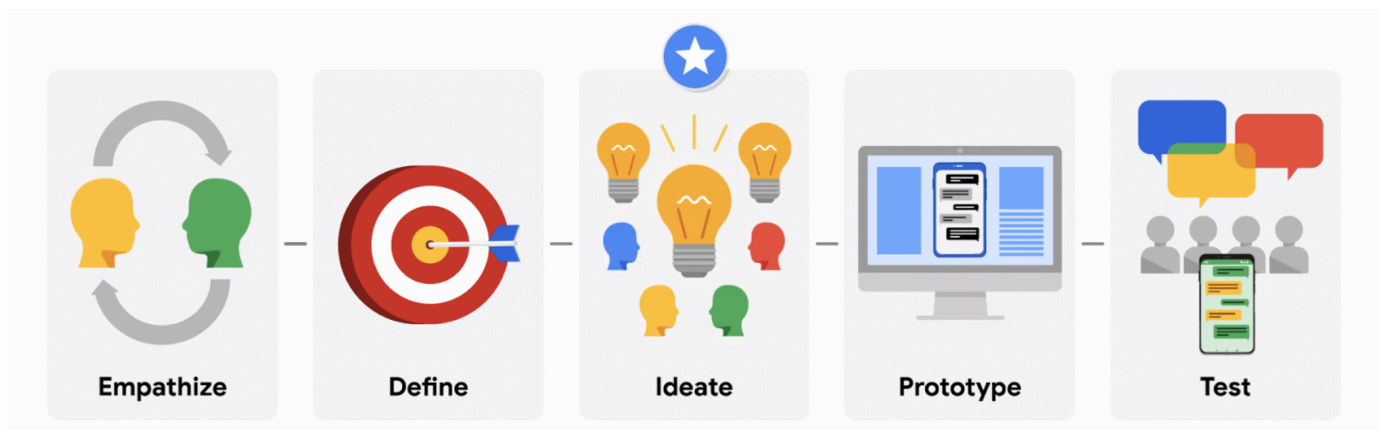


≡ Item Navigation

Optional - Learn more about competitive audits



You're making great progress with designing a responsive website! So far, you've empathized with users and defined the problem they're facing. Now you're ready to move into the next phase of the design process: ideation.

One way to come up with ideas for design solutions is to compare the website you're going to design with existing websites from similar organizations by conducting a **competitive audit**. A competitive audit is an overview of competitors' strengths and weaknesses, to collect information. This research is key, because you want to deliver effective and unique designs that offer a new solution to user problems!

To learn more about conducting a competitive audit, revisit the lesson titled "Conduct competitive audits" from an earlier course of the certificate program, beginning with the first video: [Scope the competition](#) [↗](#). Within the lesson, pay close attention to the [video](#) [↗](#) and [reading](#) [↗](#) that outline the steps to conduct a competitive audit.

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