Optional - Learn more about using competitive audits to ideate

At this point, you've successfully conducted a competitive audit to learn about websites that are similar to the one you'll design in this course. Now, you can use learnings from your competitive audit to ideate.

For example, you might have discovered that an existing website is already solving one of the user problems that you want your website to address. With this learning in mind, you can ideate a new feature to ensure that your website design is unique.

If you want a refresher about how competitive audits can help you ideate, revisit this video about
using insights from competitive audits to ideate ↗ from earlier in the certificate program.

Mark as completed