

Optional - Conduct a competitive audit

Video: Welcome to week 2
56 sec

Video: Optional - Conduct a competitive audit
3 min

Reading: Optional - Learn more about competitive audits
20 min

Practice Quiz: Optional - Activity: Conduct a competitive audit for your website
1 question

Reading: Optional - Activity Exemplar: Conduct a competitive audit for your website
20 min

Reading: Optional - Learn more about using competitive audits to ideate
10 min

Practice Quiz: Optional - Self-Reflection: Use competitive research to inform designs
1 question

Generate ideas for designs

Plan information architecture

Week 2 review

Optional - Activity Exemplar: Conduct a competitive audit for your website

Here is a [completed exemplar](#) of a competitive audit for Tee's Shirts. This exemplar is a completed version of the activity you did earlier in the exercise. Use this exemplar to compare your own work with an example that meets all the criteria. There's also an explanation of how the example fulfills the expectations for the activity that was outlined.

To see the completed exemplar of the competitive audit, click the link below and select "Use Template."

Link to exemplar: [Competitive audit - Tee's Shirts](#)

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

[Google UX Design Certificate - Competitive audit - Tee's Shirts \(Example\)](#)
XLSX File

Competitive audit	Competitive audit goal: Compare the browsing and order process of each competitor's site.					
	Competitor name	Location	Product offering	Price	Website	General information
						Business size (small, medium, large)
						Target audience
						Unique value proposition
Clothing2Go	Direct	United States	Formal and casual clothing through an online catalog	\$5	www.clothing2go.shop	Medium Everyone One-stop shop for every occasion
Fastfashion	Direct	United States	Casual clothing through an online catalog	\$	www.fastfashion.website	Medium Young adults Easy and affordable shopping
Trendyfab	Indirect	Canada	Formal and casual clothing through an online catalog	\$5	www.trendyfab.sh	Small Everyone Unique look for less

Competitor	Website	Business size	Target audience	Unique value proposition
Clothing2Go	www.clothing2go.shop	Medium	Everyone	One-stop shop for every occasion
Fastfashion	www.fastfashion.website	Medium	Young adults	Easy and affordable shopping
Trendyfab	www.trendyfab.sh	Small	Everyone	Unique look for less

Additionally, you can view the [Competitive audit findings report](#).

To see the completed exemplar of the competitive audit findings report, click the link below and select "Use Template."

Link to exemplar: [Competitive Audit Report - Tee's Shirts](#)

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

[Google UX Design Certificate - Competitive Audit Report - Tee's Shirts \(Example\)](#)
DOCX File

Part 2 - Competitive Audit Report

Google UX Design Certificate

1. Competitive audit goal(s)

Compare the browsing and order process of each competitor's site.

2. Who are your key competitors? (Description)

Our key competitors are Clothing2Go and Fastfashion which are both online clothing companies and Trendyfab which is an online shop for secondhand, designer clothing. Clothing2Go and Fastfashion are direct competitors to Tee's Shirts, and Trendyfab is an indirect competitor.

3. What are the type and quality of competitors' products? (Description)

Clothing2Go has a visually engaging website design with a number of helpful features to make the order and checkout process easy. High-quality images help support browsing through clothing items. However, users are presented with a sometimes overwhelming amount of options.

Fastfashion is well-designed and the easiest website to use of the three competitors. Features available are focused on creating a quick order and checkout process. The visual design is clean and simple but could benefit from more personality.

Trendyfab has a clear brand identity, but uses low-resolution images and relies heavily on text descriptions. Trendyfab's website navigation is clear, but is lacking in overall number of features.

4. How do competitors position themselves in the market? (Description)

Clothing2Go markets itself to a diverse audience by providing a wide range of clothing from formal to casual. They consider themselves a "one-stop-shop" where their customers can find whatever clothing item they need.

Fastfashion appeals primarily to young adults looking for a quick and easy shopping experience. They offer everyday clothing at affordable prices.

Trendyfab positions itself as a specialty clothing shop that provides a way for everyone to have access to designer clothing.

5. How do competitors talk about themselves? (Description)

Clothing2Go markets itself as having any clothing their customer needs available from the comfort of their home. It focuses on replicating the fun of browsing through clothes in person, but offers the convenience of not having to leave the house.

Fastfashion markets itself as a reliable source for comfortable, and attractive clothing to wear any day of the week.

Trendyfab markets itself as a treasure hunt for people who love fashion and are excited about the possibility of finding designer clothing at a lower price.

6. Competitors' strengths (List)

Clothing2Go's strengths include:

- Features on their desktop website that are comprehensive and useful
- Engaging visual design High-quality product imagery that supports browsing

Fastfashion's strengths include:

- Clear, simple site design that supports intuitive navigation
- Quick pay and progress bar features that provide a fast and easy checkout process

Trendyfab's strengths include:

- An easily-recognizable brand identity

7. Competitors' weaknesses (List)

Clothing2Go's weaknesses include:

- Browsing options and breadth of offerings that is overwhelming
- Mobile site layout that isn't optimized
- Not being equipped for screen readers

Fastfashion's weaknesses include:

Trendyfab's weaknesses include:

- Low-quality images and overall visual design
- Information architecture that is cluttered and disorganized
- Mobile site that isn't responsive
- Not being equipped for screen readers

8. Gaps (List)

Some gaps we identified include:

- Both Clothing2Go and Fastfashion's responsive design is lacking or non-existent
- Browsing features for all three competitors are cumbersome and not helpful
- All three competitor sites are not equipped for easy screen reader usage

9. Opportunities (List)

Some opportunities we identified include:

- Create fully responsive design
- Provide easy access to browse product offerings
- Support browsing through high-quality imagery and clean UX
- Optimize design for screen reader usage

Assessment of exemplar

Here's how we conducted the competitive audit.

1. Outlining the goals for the competitive audit

In order to inform the design of Tee's Shirts, the overall goal for the competitive audit was to: Compare the browsing and order process of each competitor's site.

2. Creating a list of competitors First, an online search for clothing website competitors was completed. Then, the competitors names and type of competitor were added to the spreadsheet. For our audit, we decided on a total of three competitors: one indirect competitor and two direct competitors.

3. Research We reviewed the competitors' websites, focusing on the features chosen in the competitive audit spreadsheet. Details and ratings for features were then entered for each competitor.

4. Analyzing and summarizing the findings The information in the spreadsheet was analyzed for trends and themes. The competitive audit report template was then used to summarize the findings.

Now, compare the example spreadsheet and report to the competitive audit comparison and report you created. Assess what you've done using each of the criteria used here to evaluate the exemplar. Did you:

- Identify three to six key competitors, complete with "direct" and "indirect" designations?
- Have a clear competitive audit goal?
- Review the products that the competitors have to offer?
- Include three to six features for comparing the businesses, chosen based on the competitive audit goal?
- Include an analysis of trends among the competitors?
- Comment on how the competitors position themselves in the market?
- Highlight what the competitors do well, and what they could do better?
- Consider how the competitors describe themselves?
- Describe the competitors' strengths and weaknesses?
- Highlight gaps in the competitors' products?
- Identify opportunities where your product can stand out and make itself unique?

Conclusion: What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

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