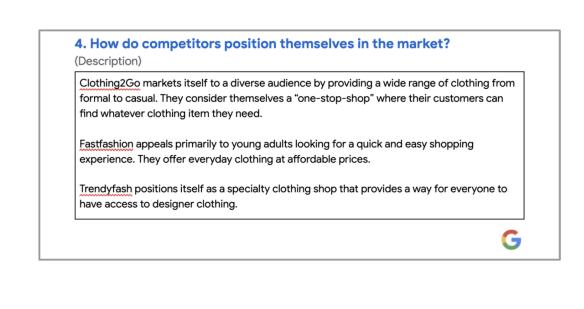
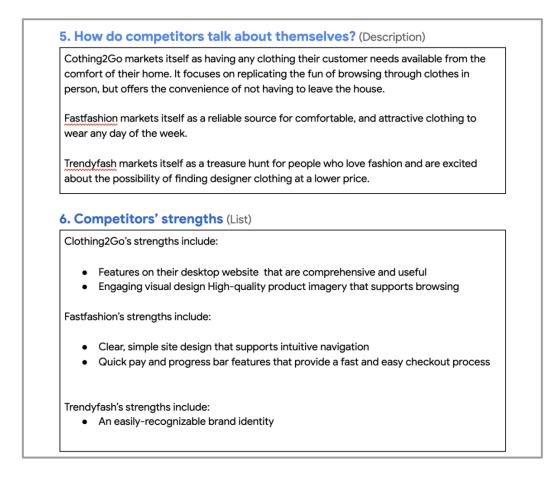
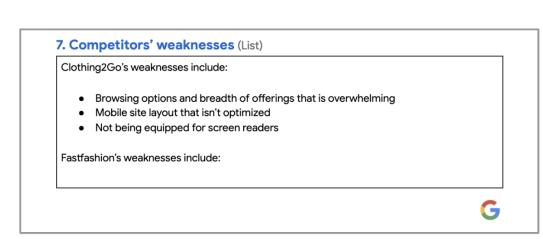
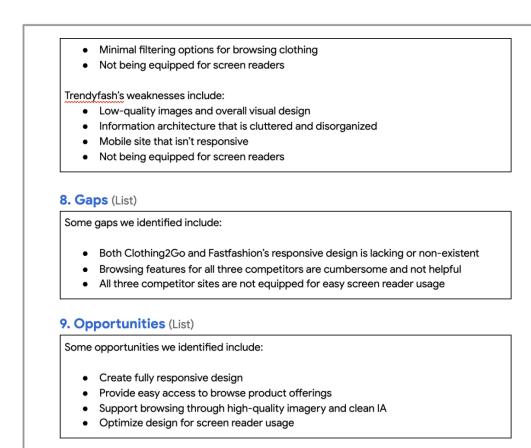
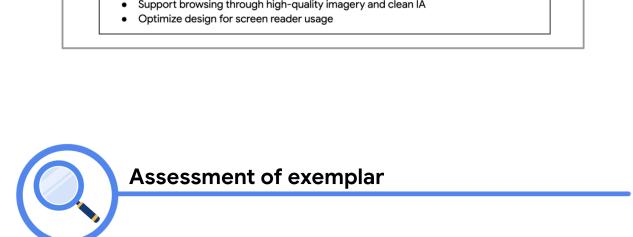
Optional - Conduct a competitive audit Optional - Activity Exemplar: Conduct a (>) Video: Welcome to week 2 56 sec competitive audit for your website Video: Optional - Conduct a competitive audit 3 min (III) Reading: Optional - Learn more about competitive audits Here is a ☐ completed exemplar of a competitive audit for Tee's Shirts. This exemplar is a completed version of the 20 min 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. Practice Quiz: Optional - Activity: Conduct a competitive audit for your To see the completed exemplar of the competitive audit, click the link below and select "Use Template." website 1 question Link to exemplar: Competitive audit - Tee's Shirts Reading: Optional - Activity Exemplar: Conduct a competitive audit for your website 20 min If you don't have a Google account, you can download the exemplar directly from the attachment below. Reading: Optional - Learn more about using competitive audits to Google UX Design Certificate - Competitive audit - Tee's Shirts (Example) 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 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 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 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 Trendyfash which is an online shop for secondhand, designer clothing. Clothing2Go and Fastfashion are direct competitors to Tee's Shirts, and Trendyfash 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. Trendyfash has a clear brand identity, but uses low-resolution images and relies heavily on text descriptions. Trendyfash's website navigation is clear, but is lacking in overall number of











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.