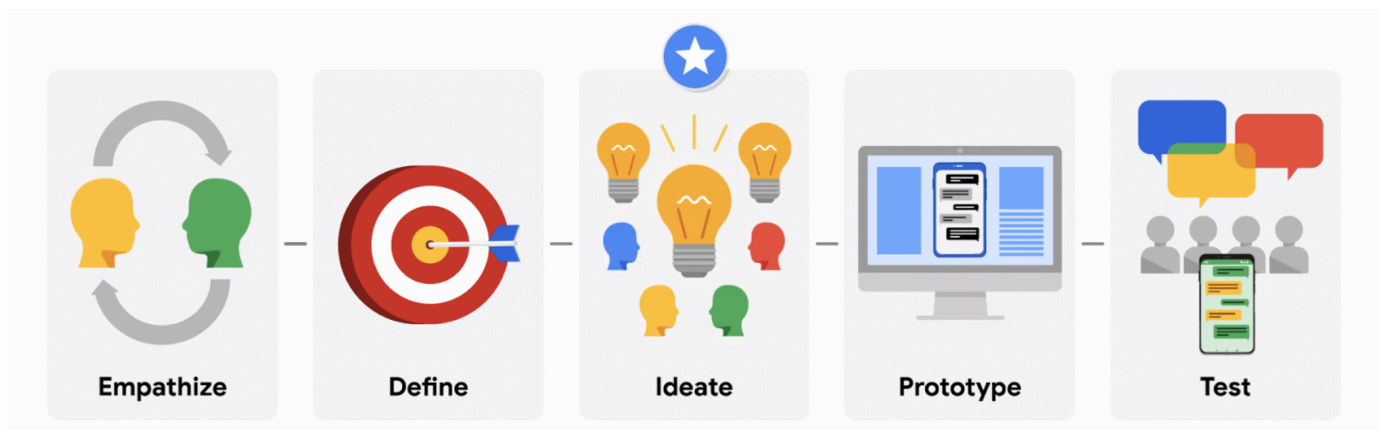


≡ Item Navigation

Learn more about competitive audits



You're making great progress with your final project of this certificate program! 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 app and website that you're going to design with existing apps and websites from similar organizations. You can conduct a **competitive audit**, which 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 [Ideating design solutions](#) [↗](#) from an earlier course of the certificate program, beginning with the competitive audit video called [scope the competition](#) [↗](#). Within the lesson, pay close attention to the video titled [steps to conduct a competitive audit](#) [↗](#) and the related reading, [steps to conduct a competitive audit](#) [↗](#), both of which outline the essential steps to conducting a competitive audit.

In addition, 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

