

1. When conducting a competitive audit, what step occurs after a designer creates a list of their product's competitors?

1 / 1 point

- ☐ Summarize findings
- ☐ Outline the goals
- ☒ Identify specific features for comparison
- ☐ Analyze findings

✓ Correct
After a designer creates a list of their product's competitors, they identify the specific features of the competitors to focus on in the research.

2. Fill in the blank: Competitive audits help designers understand what user needs are already being met in the marketplace and how their designs can ____.

1 / 1 point

- ☐ inspire competitors
- ☐ challenge previous design approaches
- ☒ improve on current solutions
- ☐ beat out the competition

✓ Correct
Competitive audits give designers strategic insights for planning the next step of their designs; therefore, they help them make improvements to their design.