

## Competitor White Pages and wireframe

Competitor: <https://www.squarespace.com/>

1. Author a **white paper** outlining the following concepts and answer the following questions:
  - a. What is your competitor's business?
    1. Our competitor is Squarespace site design.
  - b. what is the business ethos,
    1. Squarespace business ethos is "Helping creative ideas succeed."
  - c. what do you produce/make/offer/sell?
    1. Squarespace offers custom websites that help entrepreneurs across many industries.
  - d. Who is their target audience?
    1. Squarespace targets entrepreneurs for best-in-class products and design
  - e. What are the key motivations of why you expect people to visit their website and how you will attract and motivate people therein?
    1. They won awards for best-in-class designs which attracts people to visit their site.
  - f. do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?
    1. People like to evaluate all the sample templates on Squarespace site.
  - g. Are they already familiar with the service or product that you offer, or do they need to be introduced to it?
    1. People need an introduction to the products offered by Squarespace as there are many competitors in the design field and it is difficult to make your design stand out.
  - h. Are they looking for time-sensitive information, such as the latest news or updates on a particular topic?
    1. Squarespace takes time to design sites and they highlight their New York based technology roots and innovation in font types and template designs.
  - i. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?
    1. Yes, clients want the specific information of translating their business ideas and services via an online presence.
  - j. Do they need to contact Squarespace? Yes, they can contact via forms for more information, call or email the company.
  - k. Will visitors be familiar with your subject area / brand, or do you need to introduce yourself?
    1. Site visitors are introduced to the subject area through the about us section of the website.
  - l. Will they be familiar with the product / service / information you are covering, or do they need background information on it?
    1. Prospective clients are introduced to Squarespace vast list of web design templates that are organized by industry while offering clients the options for consultation on designing their own unique site and online presence.
  - m. What are the most important features of what you are offering?
    1. The most important feature they offer is a team of experts capable of award-winning designs.
  - n. What is special about what you offer that differentiates you from other sites that offer something similar?
    1. Squarespace is large and has many employees and customers. They may not prioritize the work for smaller clients due to the number of customers they have.

- o. Once people have achieved the goal that sent them to your site, are there frequent questions people ask about this subject area?
  - 1. Squarespace has a "Resources" link to a "Help Center," Blogs and other resources to answer customer questions.
- 2. Your white paper should explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design.
  - 1. Templates of various web design options are central to Squarespace site. All other information on corporate and community activities, are around the edges of the site design focus and projection that they can help entrepreneurs across many industries build and manage a successful online presence.

