1. **Determine the top three expectations your client has for the website.**
   1. Excellent visual design that catches the user’s eye more than their competing company’s sites.
   2. High quality content that is clear and easy to understand. Including:
      1. Company Menu
      2. Membership information
      3. A Contact Us page
      4. And our Mission Statement
   3. Mobile compatibility for our customers on the go who don’t carry a desktop around for when they would like to view our website.
2. **Determine the target audience.**
   1. This website is aimed toward anyone who enjoys themselves a good cup of Joe. This would include Beantastic Brewing Co.’s own customers, employees, and anyone who enjoys getting coffee from their competitors. It also would be targeted toward anyone who has money to spend.
3. **Locate three potential competitors (or similar websites).**
   1. Starbucks
      1. <https://www.starbucks.com/>
   2. Caribou
      1. <https://www.cariboucoffee.com/>
   3. Dunkin Donuts
      1. <https://www.dunkindonuts.com/>
4. **Use the** [**Web Design Best Practices Checklist**](http://terrymorris.net/bestpractices) **to analyze the competition. For each competitor, note two strengths and two weaknesses.**
   1. Starbucks:
      1. Strengths:
         1. Mobile Compatibility
         2. Consistent fonts and page layout
      2. Weaknesses:
         1. Color and Graphics (the Starbucks website just looks a little boring).
         2. Header doesn’t follow as you scroll like it does on Dunkin Donuts.
   2. Caribou
      1. Strengths:
         1. Graphics are optimized and do not slow page loading
         2. Everything is easy to find.
      2. Weaknesses:
         1. Large variety of colors and graphic distracts rather than enhances the site.
         2. The pages look really cluttered with lots of text and images
   3. Dunkin Donuts:
      1. Strengths:
         1. Header follows while scrolling really adds to the site’s accessibility
         2. Consistent color scheme adds to the graphics rather than distracts.
      2. Weaknesses:
         1. They did a very good job designing this website. They did very well on almost every category in the checklist.