

Competitive Analysis Worksheet

Competitor #1 Site Address: _____

Competitor #2 Site Address: _____

This worksheet can be modified to best meet the requirements of your specific web development project. What is provided here is a basic framework that encompasses much of what you should be looking for during this phase of Design Document creation.

- Evaluation of site requirements:** This section is used to determine if the competitor's site is able to achieve the same requirements that you have determined for the clients site.

Requirement 1:

Competitor #1	Competitor #2

Requirement 2:

Competitor #1	Competitor #2

- Evaluation of target audience:** This section is used to determine who the target audience is for the competitor's site.

	Competitor #1	Competitor #2
Target Audience #1		
Target Audience #2		
Target Audience #1		

- Overall Evaluation:** This section rates various features of the site on a scale of 1 to 10.

	Competitor #1	Competitor #2
Site Navigation & GUI Is it prominent, consistent and works? Do you have a clear indication of where you are in the site at all times?		
Page Layout Effective use of empty (white) space. Is layout clean and uncluttered? Can you easily tell what the most important content is on the page?		
Content Readability Can you easily read the text on the page? Is the font large enough? Dark enough? Light enough? Is spelling and grammar correct? Is the content well written?		
Logo Usage & Placement How is the logo placed on the page? Is it prominent?		
Image Usage Are the images used on the page appropriate to the content? Are they effectively cropped and sized for the page?		
Professional Graphic Design Do you feel that a properly trained and experience graphic designer designed the visual aspects of the web site?		

Note: For your competitive analysis take plenty of screen captures to illustrate the points you are making. You especially want to do this for things that you really like about the competitions site as well as those things you don't. To take a screen capture, first resize the browser window to an appropriate size. Then while holding the 'Alt' and 'Ctrl' key down, press the 'Print Scrn' key (located to the right of 'F12'). This will copy an image of that browser window to the clipboard. You can then paste that image into a Word document or an image editing program like Adobe Photoshop.

4. **Technology and Features:** This section is used to note any technologies and features used for the site beyond static HTML web pages.

	Competitor #1	Competitor #2
Web Application(s) Indications of server-side processing of pages. Look for extensions such as .asp, .aspx, .php, .cfm, .jsp instead of .html or .htm.		
E-Commerce Does the site allow users to make purchases directly from the site? Is a SSL certificate being used? Look for https: in the Address bar if on a secure page.		
JavaScript Can be used for form validation, DHTML (see next item) and various other things.		
DHTML The use of JavaScript to change content elements on a page based upon a users actions. Most common would be image rollovers.		
Flash Used for animation and very dynamic user interface development. Consider if the use of Flash really benefits the site if it has it. Also whether the Flash portions appear professional or not.		
Blogs Blog, a term coming from Web Log. Similar to a diary and updated often by the sites owner. Common on both personal and business sites.		
Forums A place where site users can ask and answer questions and generally share information.		

5. **Summary:** Overall comments and summary of the competition's web site.

Competitor #1
Competitor #2