

lab::website research

01 Competitor Website Research

Group Member Names: _____

Overview ::

For this lab, we are going to get a start on the competitive research component of your Silver Creek Soap Company Website Design project. First, in small groups, locate and evaluate websites that are similar to or are competitors to Silver Creek Soap, then as an individual document your findings and submit them to Canvas by the first project critique date.

Group Work Process ::

In groups of two, spend some time looking for at least **three competitor websites**. Consider other local market or farmer's market vendors, small producers of soaps, or similar products. Don't just use the first couple of results in Google—dig into various farmers market and retailer websites. Try things like Yelp—search for folks who make things with the bounty from their farms. You can branch out to things like eggs, meat or items that can be created from farm products (like honey, jams, candles and cheese), but make sure that the size and scope of the organization is similar to Silver Creek Soap Company.

For each website, take **screenshots** of the homepage and at least two other pages. You'll include these and a URL to the site in the file you will hand in later.

Evaluation Questions ::

As you review the sites, consider the following questions:

- How is this website a competitor to Silver Creek Soap Company?
- Do they offer the same sort of functionality? What's different?
- What's the main goal of the site? What's a secondary goal?
- What about the design and layout provides good user experience?
- What do you think about the colors, typography and graphic choices?
- Who do you think the target audience is? Think about basic demographics here – age/gender/geographical location/socio-economic status, etc.
- Are there any aspects of the site design that will influence how you design the Silver Creek Soap Company site?
- Are there any aspects of the site design that you think don't work at all or are poor choices? Why?
- Can you easily find things like contact information?
- Is the site mobile-friendly?

Group Work Requirements ::

Discuss your findings briefly with your group members considering the questions above. You can skip some if they don't seem relevant but work to answer as many as you can. Continue working together to learn as much about these competitor sites as you are able. There is nothing to hand in today for this lab.

Individual Work Requirements ::

Individually, write up answers to these questions for **just one** of the websites you found during this lab. Add to this any screenshots and other observations or notes you have regarding this project. Compile your work into a word processing document and add it to the other required creative brief components for the Silver Creek Soap project to be turned in by the beginning of class on the first critique day on **Tuesday, January 28th, 2025** (Week 04). See the project handout for more information.

This lab is worth 20 points, and the individual written components are graded as part of your project grade.