

lab::website research

02 Competitor Website Research

Overview ::

For this lab, we are going to get a start on the competitive research component the 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 Strategy Phase due 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. If you use Firefox, you can take full-length screen shots by right-clicking on a blank/empty area of the site design and selecting *Take Screenshot*. You can either select "Save visible" for a standard screenshot, or select "Save full page" to obtain the entire length of the page. Click "Download" to save PNG of the page.

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?
- Can you buy their products online?
- What about the design and layout provides good user experience?
- What do you think about the colors, typography and graphic choices?
- Can you easily find things like contact information?
- 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?
- 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 **two** competitor websites, either ones you found during this lab or sites you discover at a later time. Add to this screenshots and other observations or notes you have regarding this project. Compile your work into a PDF and upload it to the Strategy Phase assignment in Canvas by the beginning of class on **Tuesday, January 20th, 2026** (Week 03).

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