**Final Project – Part 1**

**Competitor Research**

**Learning Targets:**

* Identify the major criteria that experts use to evaluate web sites and apply those criteria to your own evaluations.
* Examine the quality of a web site by developing a web site evaluation tool.
* Critically evaluate web sites based on purpose, design and usability.
* Communicate to others their ideas about what makes a high quality web site and explain how they would evaluate a site.

Use the form provided by your instructor to do research on 2 competitors’ websites each. You will have a total of 4 competitors researched for your project.

**Final Project – Part 1**

**Grade Sheet**

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| **Project** | **Satisfactory (5 points)**  Clear and detailed responses  for each area listed for  two competitors. | **Unsatisfactory (0 Points)**  Does not provide clear and  detailed responses for areas listed or areas are not researched/only completed responses for one competitor/Not completed |
| **Company 1**  **Research Form**   * Logo * Navigation * Home page * Company information * Products and services * Careers * Contact page * Incorporation into your site |  |  |
| **Company 2**  **Research Form**   * Logo * Navigation * Home page * Company information * Products and services * Careers * Contact page * Incorporation into your site |  |  |