**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 responsesfor each area listed for two competitors.  | **Unsatisfactory (0 Points)**Does not provide clear anddetailed 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
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