

Competitive Review & Gap Analysis

Revision History

Date	Version	Description	Author
1/1/2008	1.0	Initial Draft	Faith Warren

Introduction

Purpose

The competitive Review with Gap Analysis is designed to baseline an organization's key competitor's web sites in terms of features and functionality using site evaluation metrics. Upon completion of the review, the data is analyzed by a cross-functional group of experts in to identify the gaps between competitors' sites and the sites that are considered best-in-class

Focus

Competitive reviews are an important tool in evaluating appropriate tactics to consider during the planning phase. In terms of competitive insights, a competitor's Web site allows Vignette to understand how the client's competitors are "touching" the consumer.

Issues Addressed

- What are the consumer's needs
- How do consumers perceive the client's product in relation to key competitors?
- Who are key industry competitors and what is the strategic intent?
- What are the company's relative strengths, weaknesses, opportunities and threats?
- What opportunities exist for improving the company's market position?

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Legend

- 1 Sub-Standard
- 2 Poor
- 3 Average
- 4 Good
- 5 Best In Class

	Caltrate	Os-Cal	Tums	Citracal	Viativ	Nature Made	
Content							
Effectively communicates the sites purpose	3	3	3	3	3	3	a) Have to know to click logo in top
Communicates information about the company	3	3	3	2a	1b	3	b) No company info found
Information Architecture							
Primary navigation is clearly visible	4	4	3	3	3	4	c) Not prominent; can be overlooked
Secondary and other navigation is clearly visible	4	2c	3d	2d	3	2d	d) Disassociated from the main navigation
Similar items are grouped together	3	3	3	3	3	3	e) At the bottom of the page, and some pages are very long
Design							
Graphical design meets the needs of the user	2f	3	2g	3	2f	3	f) Small text & light colors may be difficult for older users
Graphics include alt-text	1h	1h	1h	1h	1h	1h	g) White navigation elements on blue background difficult to read
General Usability							
Links clearly marked and differentiated from content	4	4	3l	3l	1	3l	h) No alt text used on graphics
Visual clues help the user understand sense of place on all pages	2j	1k	2l	2l	3	2l	i) Used on the main navigation but not the sub navigation
High priority tasks or info are called out in logical areas of the site	n/a	n/a	n/a	n/a	4	4	k) No visual clues used
Critical information is visible above the fold	2m	3	3	3	3	3	l) One level only
Correct user interface controls and widgets are used based on task	3	3	3	3	3	3	m) Only on the home page
Window titles are appropriate for each page	3	3	3	3	3	3	n) Same used throughout
Page titles are appropriate for each page and indicate hierarchy	4	4	1n	2n	4	4	o) Does not include hierarchy
Pop-up and new windows are used sparingly and appropriately	3o	3o	3o	3o	5	3n	
Gathering of data is appropriate to the task	3	3	3	3	3	3	

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