Clark Give Page Competitor Analysis Report

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Competitive research

Competitors: Worcester Polytechnic Institute, Skidmore College, Brandeis University.
Attachment 1 is the organized info from their pages
Attachment 2 is the comparison of strength and weakness.

Conclusions:
- There are some elements that we can add to the current page: alumni stories, slideshow or videos, breadcrumb, some instructions, folded bar, pop-up page.
- It is better to give a suggested amount of money. Because first, anchoring effect; second, mobile phone user friendly.
- Instructions are necessary, where to put instructions need to be concerned
- Make the form as short as possible but foldable for rich content

[Organized Competitor Information](#) **- Google Sheet**

Competitor strengths and weaknesses

WPI

Strength:	Weakness:
Easy to find call to action button **Rich content** on give page Strengthen **security** online form **Match customer information** **Secure seal**	**Not responsive** Very **small font sizes** Navigation bar arrow is **confusing**

Skidmore College

Strength:	Weakness:
Give page is **responsive** **Company match** President's Society Leadership **Giving Levels** **Obvious help numbers** **Login** for previous donors	**Super long** menu **Too many** horizontal bars Log in button is **too small** Pictures are **not responsive** **No footage**

List donators' names **Switch** between phone or full-size screen **Secure seal**	

Brandeis

Strength:	Weakness:
Rich content on give page **updated constantly** **Could log in** **Folds** the filed that people might not fill **Pop up form** Could **save and continue** **Back to the top button** **Secure seal** Could **mail** this form to a friend	Give page **not responsive** **No bread crumb** **Too much** information to fill

Clark

Strength:	Weakness:
Explain what is card security code Offer **options** to spread the form Can **log in** **Folded** top menu **Secure seal**	**Limited information** on the give page **No bread crumb** on the form page Instructions are not at the right place **Not showing** the mandatory options **Too long** **No confirmation** information **Broken links**