

Competitive audit	To evaluate the artist bio pages of gallery mobile apps/websites										
	General information								First Impressions	Features	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	App or mobile website experience	Features	
Krause Gallery	direct	New York, New York	Art in New York	\$\$	https://www.krausegallery.com/artists	medium	art buyers, local	captions that describe art and give price	NEEDS WORK + artists listed in alphabetical order - not responsive, no branding, hard to read logo	GOOD + back to artists button; click to enlarge, next image button	
Shin Gallery	direct	New York, New York	Art in New York	unknown	http://www.shin-gallery.com/Artist/	large	art buyers, local	drop down menu with sections (about, selected works, exhibits, etc)	GOOD + clean, minimalist, easy to read - no introduction/header image	GOOD + drop down menus, back to artists	
Eden Gallery	indirect	New York, Aspen, Miami, London, Mykonos	Art from all over	unknown	https://www.eden-gallery.com/artists	large	art buyers, international	section that explains what they provide (authenticity, appraisal, consultation, an world-wide shipping), contact form	OUTSTANDING + clear, minimalist, well laid out	OUTSTANDING + shortened bios on artist list page, clear wording to click on image to see more, shortened bio on artist bio page with "read more" button, filter button to view by collection or by size, "may also likes" section	

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	Interaction			Visual design	Content	
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Krause Gallery	OKAY + click to enlarge, descriptive captions - no language options, no alt tags	GOOD + Easy to follow, click to see artist, back button to go back to list, click to view gallery, previous and next buttons, easy to find exit button - back button on phone does not function as expected	GOOD + alphabetical order, easy to click, easy to go back	NEEDS WORK - bad logo, no branding, unaligned images, inconsistent sizes	NA (each bio is unique and in the voice of the specific artist)	GOOD + short descriptive bios, straightforward image descriptions - unnecessary list of past exhibits
Shin Gallery	NEEDS WORK + captions - limited info in captions, no alt text, no language choices, no previous and next buttons	GOOD + alphabetical order to artists, click to see artist page, drop down menu for artist bio sections, artist list back button	GOOD + alphabetical order, easy to click, easy to go back	GOOD + nice logo, clean design, aligned images	NA (each bio is unique and in the voice of the specific artist)	GOOD + clear bios, exhibit descriptions, introductions
Eden Gallery	NEEDS WORK + click to enlarge images - no language options, no captions, limited description of images	OUTSTANDING + straightforward click on artist to see page, drop down of options like bio, exhibits, works of art, back to artist list button	OUTSTANDING + alphabetical order, easy to click, click here buttons, drop down menu for sections	OUTSTANDING + crisp and clean design, header image, great branding, nice logo, good color scheme, aligned photos, consistency in design	NA (each bio is unique and in the voice of the specific artist)	OUTSTANDING + shortened bios, straightforward with options to read more, clear language, clear offerings