

1. Competitive audit goal(s)

To evaluate the artist bio pages of gallery mobile apps/websites

2. Who are your key competitors? (Description)

Our key competitors are two local galleries, Krause Gallery and Shin Gallery, and one international gallery with two locations in New York, Eden Gallery. The two local galleries have similar customer base and offerings. The international gallery has similar offerings but an international customer base.

3. What are the type and quality of competitors' products? (Description)

The type and quality of all competitor products are the same. All galleries sell high-end, modern and contemporary artists. The prices range depending on artist popularity and size.

4. How do competitors position themselves in the market? (Description)

Eden Gallery seems to cater to an international crowd, varying in age and gender, but wealthy. Shin and Krause seem to cater to a more eclectic clientele, varying in age and gender and still wealthy but maybe less wealthy than the customer's of Eden Galleries.

5. How do competitors talk about themselves? (Description)

Eden Gallery is unique in that it has multiple locations internationally, ships internationally, and allows you to share artwork with others through a share button. It also allows you to wishlist art pieces.

Shin Gallery is unique in that it has multiple pages per artist bio allowing you to access introduction, images of work, and exhibits through a drop down menu. It also allows you to download artist bio for use in personal research on artists.

Krause Gallery has good captions with descriptions of the art pieces and prices listed.

6. Competitors' strengths (List)

Eden Gallery: Great Design, Great customer services, easy to use wishlist feature, wonderful design, has filters that allow you to sort by collection or size

Shin Gallery: robust information per artist, minimalist design

Krause Gallery: Descriptions of art, image gallery function

7. Competitors' weaknesses (List)

Eden Gallery: no accessibility (alt tags and language options)

Shin Gallery: no accessibility (alt tags and language options), inconsistent image sizes

Krause Gallery: no accessibility (alt tags and language options), bad design, bad logo

8. Gaps (List)

No competitors allow for favoriting artists

None of the competitors offer updates for new art or artists

9. Opportunities (List)

New app could have a sign in option that allows users to pick favorite artists and artwork and get notifications on when their favorite artist adds new work. App could also inform users when a new artist joins the gallery. May also be able to use a featured artist section for artists currently on exhibit or having a show.