Competitive Audit Report

1. Competitive audit goal

Comparing the experience of gaining information about the works of art in each competitor's app

2. Who are the key competitors?

Our key direct competitors are Famous Paintings - Art History and History of Art apps which are both related to art and art history. Famous Paintings - Art History is a simple app mostly used as a tool for accessing youtube videos with a few more options that are not easy to use. History of Art is a more progressed app providing a wide range of information about art and art history in different groupings including art galleries which are similar to our goal. Google culture and art is an indirect competitor that is not only used for art history but also other artistic and cultural options.

3. What are the types and quality of competitors' products?

Famous Paintings - Art History is a simple app mostly for easy access to explanatory youtube videos. Some other options are also available but the app has a simple but at the same time hard-to-understand structure that makes it hard to use the app.
History of Art is an app that is more progressed with a solid design and more understandable options which may be confusing at first sight but are still possible to handle. The amount of content and groupings is high and well organized. Options like saving images, sharing information, and simple games such as puzzles are also provided.
Google culture and art is a more interesting app with options such as 3D view, artwork recognition, games, and stories. It is not all about art history and works of art but can cover this purpose too.

4. How do competitors position themselves in the market?

Famous Paintings - Art History is a series of educational apps that tries to make sure its users learn what they read and memorize them as a new method for learning art history.
History of Art is a broad app that allows people to Discover the history of human creativity from different dimensions. It focuses on having a good amount of content and grouping.
Google culture and art is a tool for art and culture as a whole and delivers fun and information with high quality while encouraging people with interesting options and titles.

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5. How do competitors talk about themselves?

Famous Paintings - Art History is a new method to learn art history.

The history of Art is a tool to discover the history of human creativity as a whole.

Google culture and art are for the culturally curious and include stories from around the world.

6. Competitors' strengths

Famous Paintings - Art History:
- Has educational purposes
- Has explanations in the format of videos

History of Art:
- High-quality and a large amount of content and pictures
- Easy to discover options

Google culture and art:
- Wide range of options
- High-quality content and pictures
- Encouraging tone and titles
- Refreshing artistic design

7. Competitors' weaknesses

Famous Paintings - Art History:
- So simple but confusing design
- The whole content is from outside links
- Easy to get lost in the app
- No written explanation for those who do not prefer videos

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History of Art:
- Sometimes hard to understand flows
- The amount of content seems so high and with no beginning and end which can be overwhelming

Google culture and art:
- So broad
- So complicated that a simple task might be hard to follow

8. Gaps

- Similar apps do have options for specific art galleries but make it so complicated for people to follow one art gallery and the works of art in there
- Similar apps do not java categorized information for general users to those who are more interested
- Similar apps may have interesting stories but it may not be easy for the user to follow all stories while visiting the gallery as they are long or not organized in a unit setting\
- Similar apps do not add simple descriptions of works of art

9. Opportunities

- Offer an app that is used while visiting the gallery
- Offer the content in at least 2 levels for those who are less and more interested
- Offer a short interesting and easy-to-understand story for the first level and a more detailed and professional explanation in the next level
- Add pictures and videos if needed
- Add a description of works of art and their characteristics that can be read for visually impaired people
- Create the app straightforward - for example showing different galleries, then different works of art on that gallery, and then the related content to each work of art