Competitive audit

Goal: Compare the user experience of each competitor's website

	General information								UX (rated: needs work, okay, good, or outstanding)								
									First impressions		Interaction				Visual design	Content	
	Competitor type (direct or indirect)	**Location(s)**	**Product offering**	**Price** ($ - $$$$)	**Website** (URL)	**Business size** (small, medium, large)	**Target audience**	**Unique value proposition**	**Desktop website experience**	**App or mobile website experience**	**Features**	**Accessibility**	**User flow**	**Navigation**	**Brand identity**	**Tone**	**Descriptiveness**
VMFA	Direct	200 N. Arthur Ashe Boulevard Richmond, Virginia, 23220	Many artworks	Varies (events)	https://vmfa.museum/	Large	Art lovers, visitors	Nearly 50,000 works of art spanning 4,000 years of world history.	**Outstanding** + Easy to read + Clean and organized - Type can be inconsistent at some parts	**Good** + Adapt to small screens, horizontal and vertical. - Could include topnav, such as visit, exhibitions, and collections. Can be confusing	**Outstanding** + Login, member, donate, free admission, open 3d, show map of location, show map of the floor plan, and pdf - Missing signup	**Okay** + Alt text, big on small screens, include closed caption, easy-to-read forms - Provide ability to change language, closed caption only have english option, have option to change high contrast	**Needs work** + Many pages have a good user flow, color schemes okay - Some pages (about, pdf, accessibility, etc.) have inconsistent flow, which makes it hesitant The shop have a different color scheme and when going back to home art it has an interrupt from not secure.	**Good** + Have topnav and some dropdown for items, always have login, some lesser items disappear in small screens. Footer have contact and sitemap - Could offer search suggestions, can be hard to get back to some pages	**Outstanding** + Logo stands out, a clean design, has words with underneath, is big - The A can be kind of hard to tell	Very Professional and educational	**Outstanding** + Shows the dates, a brief description, prices, have a color key to tell availability, tells about the image underneath, tell where its at. - Some links don't work
Institute for Contemporary Art at VCU	Direct	601 W Broad St, Richmond, VA 23220	Art of time and provides an open forum for dialogue and collaboration across the region and throughout the world.	Varies (events)	https://icavcu.org/	Small/medium	Art students	Presents the art of our time, which can often confront difficult themes and raise sensitive subject matter that may be troubling for some audiences	**Outstanding** + Have topnav with page information and easy to view. Footer have good spacing with separation - Footer also have inconsistent spacing.	**Okay** + The logo adapts and eventually shrinks up, have menu, location, and gallery information for today. Responsive with images and text adapting to screen - The menu is empty and only have search, can be confusing for new users.	**Outstanding** + Show map of where its at. Have a cafe and menu. Also can shop publications, editions, and accessories. Sign-up for Community Media Center offerings which is production studio and workspace that offers media education to the public for free - More options for accessibility	**Good** + Alt text, ability to loop and picture-in-picture, can zoom in on the picture - Can have different zoom in , can't change text size, language	**Good** + Starts with video (interesting). - Can't add to calendar.	**Good** + Topnav, cool use of the visit (not a page, more of a popup. Footer with contact and information about the website). The pages go where they state they go. - The topnav stays at the top and don't move so the user would have to scroll and swipe up to get to topnav. No button to go back to the top	**Outstanding** + Logo stands out has words beside it, match black/white color scheme. - Cutout but more of look	Direct and minimalistic	**Okay** + Good amount of text. Some of the text is underlined to show that it navigates to a different page. Some of the texts are bold and seperate by horizontal line. - The pages may have inconsistent spacing such as some content may be too right for some pages.
Art Museums of Colonial Williamsburg	Direct	301 S Nassau St, Williamsburg, VA 23185	Discover colorful and whimsical folk art made by amateur artisans in the Abby Aldrich Rockefeller Folk Art Museum to objects	Varies (some events can be free and they have tickets and passes prices)	https://www.colonialwilliamsburg.org/explore/art-museums/	Small/medium	Families, Virginians	The Colonial Williamsburg Foundation's	**Good** + The content may change color when hover on. The content looks great and feel great with some of the information consisting of the main, where's it located at and the hours, then the experiences within, learn more, and the current exhibition. The content is mainly centered, and the header image looks great. - On computer when you click within the menu-toggle when minimize and go back to bigger screen it shows a white screen where to get out of it, you have to refresh the page. Some of the words change color when hovering, but others just stay the same.	**Good** + The content looks well with it showing the menu button on the left for more content, with it also having dropdown and dropup button with the contents. The footer is even and have good spacing and the content is organized - The text is very close to the left side of the screen. Some of the images are on the edge. On mobile it have some white spaces when in horizontal mode.	**Outstanding** + Donate, different ticket and passes prices, get tickets online and create an account for 100% touchless ticketing with logged in. A shopping cart where you have the option to donate and have a promo code. Sales and special offers. Subscribe to email listing. - Lot of features, may be overwhelming for the visitors.	**Okay** + The sun-serif and serif font is easy to read, Images are clear - No alt text, website only available in English	**Okay** + The content is organized and the images tell you the pages, consistent layout - Hours and map only in footer, scroll down to find information about the exhibition, can be confusing for new viewer with some of the things being hidden.	**Good** + Easy to navigate with the topnav and the information is organized by the title. The scroll feel smooth. - The search bar blocks the other navigation menus when clicked on. When clicking on the menu toggle it can have an animation	**Needs work** + The logo of the website is in cursive. - The logo also shares the same as the Colonial Williamsburg logo and doesn't really have its own identity. Could include image of the museum	Educational and historical	**Good** + Not too much text, the text is either centered or on the left. - Sometimes the punctuation is missing, when you click on it, its not as descriptive.
International Art Museum of America	Indirect	1023 Market St, San Francisco, CA 94103	The museum's goal is to utilize the exhibition forum to display works of art that have achieved the most exquisite beauty and preciousness in the history of civilization. It takes as its mission bringing humanity happiness and uplifting aesthetic enjoyment. Via exhibiting world-class art, it aims to further the moral progress, spiritual well-being, and cultural development of humanity, and advance world peace. International Art Museum of America collects and exhibits outstanding works by famous artists. As a non-profit organization, IAMA is committed to assuring that the exhibited artworks meet discerning world-class standards of excellence/Artworks valued at or above US$200,000 per square foot.	Nonprofit	https://iamaef.org/	Large	Art lovers, students, museums goers, tourists	Submit your work and host your own event	**Outstanding** + The main content feels balanced and center. - The footer have some empty space at the bottom which can be shorten. The text on some pages have good balance where the text is on the left and the pictures are on the right. The header image looks great with the full width For the footer, the telephone and the email don't line up.	**Outstanding** + The images adjust to smaller screen and text get smaller which is good because the text isn't too long. The content in the footer have two columns which means the overflow isn't too long. The topnav have the search bar and the three lines and the content within are vertical and have main topics and subtopics. Also they are in different colors to tell the users the type - Content in the menu can be quite long	**Outstanding** + Join and donate, submit your own artwork, Register via Eventbrite Join IAMA (Date, time, category, share event. You can search on the individual pages and see recent posts. Can also comment and reply on the event. Also added to google calendar and + iCal / Outlook export Can subscribe to newsletter - An option for dark/light mode	**Needs Work** + Easy to read text - Some images have names, but the alt text is not named. Don't see options for changing text sizes, Images don't have text underneath, the captions are available in English	**Good** + Very clear and the pages have the content that they state they have. Some of the artwork have parallax, which makes it interesting to see. The main page offers suggestions such as collections, exhibitions, and events. - Some of the content can feel disconnected or kind of confusing.	**Good** + Have topnav and the main sections have dropdown buttons. Have button to go back to the top which is good on pages with a lot of text. Have the contact information of the phone number and the email at the top of the page, sticky. Very organized. - Some of the pages, such as the treasure room in the navigation bar, doesn't have any information.	**Good** + The logo is on the topnav which tells the viewer the museum's identity Its also in the footer which will always show up too on different pages. Have a consist brown and white color scheme to make it convey a professional theme. - The picture frame in the logo on the footer doesn't have the best resolution	Calm and respectful	**Good** + Have enough text that you get a clear understanding. The description have paragraph breaks. Also have read more for longer text. Some of the photos have captions underneath. The text have drop shadows and the title is in italics. - The drop shadow is a little heavy and can be kind of distracting.