

Competitive audit		Goal: Compare the browsing experience of each competitor's auction listings.																
		General information							UX (rated: needs work, okay, good, or outstanding)									
		Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price <small>(\$ - \$\$\$\$)</small>	Website <small>(URL)</small>	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition	First impressions		Interaction			Visual design		Content	
										Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Artnet	Direct	Online store, HQs in New York City, NY; Berlin, Germany; London, UK	Art auctions and features for fairs, shows, and galleries	\$\$\$\$	https://www.artnet.com/	medium	Wealthy, private art collectors	"Connect with artists and galleries worldwide to find the next addition to your collection."	Good	Good	Okay	Needs Work	Good	Okay	Needs Work	Formal and professional	Excellent	
									+ Neatly sectioned	+ Mobile first design	+ Price database for art market research: price compare using the sales of similar works to shop and establish appraisals	+ Available in English, German, and French	+ Straightforward to find the different pages for site features	+ Needs Work	+ Little to no brand identity			
									+ Focus of pages is mainly on pictures of art	+ Large images for showing detail	+ Very difficult to see focused links, buttons, etc. when navigating via keyboard only; sometimes the font changes slightly and that's a one day pass and 42.50 USD for a 30 day pass.	+ Zoom is handled well; auto-adjusts layout	+ Distinct sections for advertising featured auctions and galleries	+ Navigation bar stays at the top; you have to scroll all the way back up to access it.	+ No color schema; the entire site is black and white			
									+ Font is small, thin, and sometimes hard to read.	+ Pages for viewing individual pieces exceed device width; results in some side scrolling	+ Some of the font has a low contrast ratio; the color is light and requires strain to read.	+ Very easy to lose your place.	+ Finding a "view all" for auctions was difficult: it's in small font at the very bottom of the auctions page.	+ "About" link just links to the homepage				
Artsy	Direct	Online store, HQ in New York City, NY	Art auctions, art flat sales, NFs, and features for fairs/shows	\$\$\$\$	https://www.artsy.net/	medium	Art hobbyists, beginner collectors, professional art collectors	"We've made it easy for new and experienced collectors to discover, buy, and sell art."	Excellent	Excellent	Excellent	Excellent	Good	Good	Okay	Informal and friendly	Excellent	
									+ Compact with lots of clickable thumbnail images	+ Mobile first design	+ Price database for art market research: price compare using the sales of similar works to shop and establish appraisals	+ Works well with keyboard only navigation: focused links/buttons/etc. are outlined in blue.	+ Can filter by many different criteria: artist, rarity, medium, price, size, ways to buy, material, artist nationality/ethnicity, artwork location, time period, color, and galleries/institutions.	+ nav bar stays at the top of the window, regardless of scrolling	+ Incorporates bursts of color in banners and sections with featured art; provides subtext citing artwork used in the UI			
									+ Some thumbnails that are extremely thin but very tall are not scaled vertially; takes lots of scrolling to get past them. They are not common.	+ Nav bar and search bar are always in view	+ Price database is free; has records for over 300,000 artists	+ Artwork images have alt tags	+ Navigation bar stays at the top; you have to scroll all the way back up to access it.	+ Pagination is present but not obvious; choosing the page is all the way at the bottom of the filter results and requires lots of scrolling to access.	+ Otherwise bland, black and white color schema			
										+ Boosts silent benefit auctions	+ Follow your favorite artists, get notifications	+ Only available in English	+ Nav bar on hover provides easy access to subgroups of art and artists such as price, movements, and medium.	+ Cannot choose # of results per page.				
Etsy	Indirect	Online store, HQ in Brooklyn, NY	Flat sales for huge varieties of handmade goods, from clothing to furniture to artwork.	\$	https://www.etsy.com/	large	People who enjoy supporting small artists, people shopping for artwork on a budget	"Etsy is home to a universe of special, extraordinary items, from unique handcrafted pieces to vintage treasures."	Excellent	Excellent	Excellent	Excellent	Good	Good	Excellent	Friendly and inviting	Good	
									+ Colorful and inviting	+ App has light mode and dark mode	+ Holiday sales and promotions	+ Has a sidebar for filters that expands and retracts by the click of a button.	+ Navigation bar splits the massive subgroups into sections	+ Distinct color scheme: Warm orange colors and light blues.				
									+ Caters front page content for upcoming holiday savings and other events	+ Quick login with your gmail or apple id	+ Favorites system: "Favorite" thumbnails with a tap/click and view them in your favorites folder	+ Works well with keyboard only navigation; focused links/buttons/etc. are outlined in blue and white. Small animation on focus, grabs attention.	+ Filter by shipping costs, ETA, color, shop location, item type, and ordering options.	+ Navigation bar stays at the top; you have to scroll all the way back up to access it.	+ Clear branding identity with fonts, buttons and inputs with rounded edges, thumbnails, and photography			
										+ Reviews system: items and sellers have star ratings 0-5		+ Images have alt tags	+ Nav bar on hover provides easy access to craft subgroups that are personalized for the type of craft being browsed: sculpture, glass art, mixed media, etc. for Arts and Collectibles; bedding, bathroom, outdoor & gardening for Home & Living, etc.	+ Very easy to get overwhelmed by all the very specific subgroups displayed all at once for each type of craft.				