

Competitive audit of websites with similar content as The Scores app:

	Monoskop	Ubuweb	Met Museum	LACMA	Artstor*
<u>HEURISTICS:</u>					
RECOGNITION RATHER THAN RECALL Minimize memory load by making objects, actions, and options visible. Instructions should be visible or easily retrievable.	●	◐	●	◐	◐
VISIBILITY OF NAVIGATION Keeps users informed about where they are in the website through a visible navigation system.	◐	○	●	◐	◐
MINIMALIST CONTENT AND DESIGN The core content is visible to users. Allows users to filter content.	◐	◐	●	●	◐
HELP AND DOCUMENTATION Any necessary help documentation should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.	◐	◐	●	●	◐

*Artstor is a subscription-based website.

WEBSITE METRICS (taken from Alexa.com):

Visitor geography (Jun. 10-Jul. 10, 2015)

United States	16%	57%	56.1%	82.8%	80.4%
India	10.3%		3.8%		
Europe	13.2%		8.2%		

*Data for other regions are not available.

Daily page views per visitor (Apr. 10-July 10, 2015)

1.9	1.2	3.79	5.40	3.90
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Daily time on site (Apr. 10-July 10, 2015)

2:25	1:07	3:40	13:40	7:45
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