**Competitive** Identify Good Design and Navigation Features for a Virtual Tour app designed for art galleries.

| | | | | | | | | | | UX (rated: needs work, okay, good, or outstanding) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | General information | | | | | | | | First impressions | | Interaction | | | | Visual design | Content | |
| | Competitor type (direct or indirect) | Location(s) | Product offering | Price ($ - $$$$) | Website (URL) | Business size (small, medium | Target audience | Unique value pr | Desktop website | App or mobile w | Features | Accessibility | User flow | Navigation | Brand identity | Tone | Descriptiveness |
| Vrallart | Direct | app | VR Gallerie Tours | | vrallart.com | | people who enjo | View art galleries | needs work - Ux | n/a | Needs work (do | needs work | needs work - | Needs work - si | needs work | art oriented, seri | good |
| Sites in VR | indirect | app | Vr World wonder tours | | ios/play store | | people who enjo | View Architectur | n/a | good - function | Okay + easy to navig | needs work | okay | good + Nav doe | needs work | Travel, fun | okay |
| Seven Wonders a | Indirect | app | Vr World wonder tours | | ios/play store | | people who enjo | View seven wond | n/a | okay- not as fur | Okay + good layo - Interface is lac | needs work | okay | okay | needs work | Travel, serious | okay |
| Airpano | indirect | app | Vr exploration of beautiful places | | www.airpano.com | | people who enjo | View Beautiful pl | Outstanding + u | N/A | Outstanding + easy to read + nice navigatio | okay | Outstanding | Outstanding + ea | outstanding + b | Travel, Fun | outstanding |