

1. Competitive audit goal(s)

Comparing the visual design of each competitor's app

2. Who are your key competitors? (Description)

My key competitors are British Museum, National Gallery- London HD, DailyArt, WikiArt, Natural History Museum of London. The two direct competitors are National Gallery- London HD and Natural History Museum of London because they have a physical building linked with their offerings and the other apps do not.

3. What are the type and quality of competitors' products? (Description)



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All of the competitors offer apps, however DailyArt and WikiArt do not.

The National Gallery (London, HD) has an app that is adequate, although the text seems extremely small. The app is simple and easy to use, however there are not any “extra fluff” type features that make the app fun. It shows great graphics, and specific paths in the museum that you may tour (a map layout), and the most popular exhibits.

British Museum Guide is a beautifully designed app that features excellent images, tours, and audio and descriptions. The maps are interactive and guide you around the galleries, and you can read or hear descriptions of highlights and play the audio on your mobile device.

DailyArt is a poorly designed app that has a great offering for daily art and history, but executes it in a confusing way. Some of the buttons are misleading, and while you’re able to view the daily art and read some interesting information about it, navigating the app can be a little tricky and also does not offer anything in the way of accessibility.

WikiArt is a simply designed app that has better visual UI than DailyArt, and offers in-app support, however there is not much in the way of history and the app offers e-commerce, so anyone interested in purchasing art may buy it. It does not offer a museum experience, and users are not able to favorite art. There no accessibility, although the visual UI is better and more contrast appears in font/colors.

Natural History Museum of London is a really well-designed app with great trivia, good graphics and images, and videos. It displays information about the exhibits at the museum, information on current events, and walking tours with dinosaurs, whales, and marine reptiles. The UI is beautiful and easy to use. There is some audio capability which helps visually-impaired users.

4. How do competitors position themselves in the market? (Description)



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The National Gallery (London, HD) is geared towards upper middle class (high resolutions art files that require a fast internet connection and fast processing speed), English speakers, and does not offer audio in the way off making art more accessible, but does have a music feature that is pleasant and enjoyable for the user.

British Museum Guide presents their app as the perfect companion guide to the physical museum building, and acts more as a supportive resource for museum goers, assuming users are English speakers, and over the age of 4. It seems to be the age would be older, more like teenage and older.

DailyArt markets itself as being a daily learning opportunity for some of the most famous art in the world and offers tidbits of fascinating information and history about the art that can be accessed on any device, but is targeted towards English-speaking adults that are very literate. They give the user the feel that they can sit down on a coffee break and browse art and learn and relax.

WikiArt desires to help people feel as though they do not need to visit a museum in order to view the beautiful art that is displayed there, and reach an adult crowd of English speakers.

Natural History Museum of London makes their experience feel rich and accessible to all people of all ages, and their main goal is amazement and mesmerizing rare artifacts, information, and visuals that capture the interest and attention of anyone interested in especially dinosaurs.

5. How do competitors talk about themselves? (Description)



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The National Gallery (London, HD) markets their app to be an “art gallery in your pocket”, and the perfect soothing break after a stressful day.

British Museum Guide says they offer useful tools for the user and makes their museum experience super fun and interesting and that their app provides rich art experience.

DailyArt markets itself as being very accessible and fun to use any time, primarily while taking coffee breaks and learning tidbits of fascinating information.

WikiArt markets their app as being the main source of art that can be accessed by anyone in the world.

Natural History Museum of London markets itself as a fascinating rich experience that is awe-inspiring and mesmerizing for it’s users.

6. Competitors’ strengths (List)

The National Gallery (London, HD) has a logical layout, good high quality images, usable menu, articles to read, interesting music to listen to, spatially laid out well.

British Museum Guide offers very nice maps and tours so that when a user visits the physical building they are well-prepared. The images are stunning and high quality, there is audio for hearing-impaired.

DailyArt offers some good features such as archive search and favorites, opportunity to send feedback, share with friends, rate, and also mix up the art with a shuffle option.

WikiArt offers beautiful graphics and images, logical user flow and layout, not only the pictures of the art but also famous artists and information about the artists. The contrast is good, mostly black and white besides the art itself.

Natural History Museum of London offers high contrast colors, beautiful photos, and good onboarding page with nice menu layout across the bottom.

7. Competitors’ weaknesses (List)



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The National Gallery (London, HD) does not have high contrast in color, there are missing features that could be offered, smaller font in some areas, no audio support for accessibility.

British Museum Guide has very small text in most places which is a challenge for visually impaired, does not offer historical information or context.

DailyArt has poor color choices, inconsistent font, low contrast which is difficult for visually-impaired, no audio accessibility for hearing-impaired. Missing some features.

WikiArt does not have any background information for the art itself, although it does for the artists who painted them. The font seems very small on the menus and it's a little difficult to navigate back to the home page.

Natural History Museum of London features an upgrade to the full version, which is completed because the free version does not offer much and makes a user not sure if they should invest in full version or not. There's nothing to prompt an incentive for that, and the font is extremely small to read on the menus and buttons.

8. Gaps (List)

None of the apps offer trivia games, videos, or audio support to read-back for the user in case they are hearing impaired.

9. Opportunities (List)

- * Larger font so it is easier to read for all
- * provide fun games and trivia for users to interact with
- * offer audio playback for hearing-impaired
- * offer audio input for search
- * videos for the user to watch
- * micro-interactions for an enjoyable user experience

