# COMPETITIVE AUDIT REPORT

**Tiqets**

**eventb**

**National Gallery of Art**

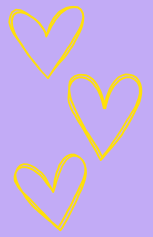**SMARTIFY**

## GOAL:

**COMPARE THE GALLERY CHECK IN EXPERIENCE WITH EACH COMPETITOR'S WEBSITE AND APPS.**

# Key Competitors

| ☀ SITE NAME/COMPANY | ☀ DESCRIPTION |
| --- | --- |
| **Tiqets** | Tiqets is a simple but easy access app. It allows the users to look up locations they want to go and the type of events they want to participate in. It is a ticket booking app with clear prices listed on the website. It provides bundles for users to purchase which helps the users decide and plan their tour. The app allows users to change to their preferred language and with different currency. |
| **Eventbrite** | Eventbrite includes more visual presentations on the events and allows the users to have a clearer visual idea on how the event will look like if they go. It automatically detects your current location and suggest you some events or places to go. They only offer their website in English which only targets users who speaks and reads English. |
| **Smartify** | Smartify specifically target on users who are only looking at art galleries, museums and artworks or artists. The website has a lot of visual presentations, but it is a little confusing for the users at first glance because their brand identity was not clear. It includes too many videos on the top of the website which lack of information of what their website brings to the users. |
| **National Gallery of Arts DC** | National Gallery of Arts DC is a easy access app and website that provides focuses their user on the visitors to National Gallery of Arts DC. The app is only made for the National Gallery of Arts DC. It presents the current exhibitions which is easy and simple for users to know what art they are presenting. The categories and search bar is very clear and easy for users to navigate. |

# What are the type and quality of competitors' products?

| ☀ SITE NAME/COMPANY | ☀ DESCRIPTION |
| --- | --- |
| **Tiqets** | My key competitor is Tiqets. It is a marketplace app and website for tours, activities and attractions that was founded in 2014 in Amsterdam. It provides free ticket for different activities and tours users in galleries, activities, and certain tourist spots. |
| **Eventbrite** | My other competitor is Eventbrite. Which is a website that manages events and tickets around that world. It is founded in San Francisco. It is an indirect competitor because it doesn't provide tour check ins for art galleries. |
| **Smartify** | My third competitor is Smartify. It is another direct competitor that was founded in London, England. It provides in-depth information and description about art galleries and artworks. They provide scanning features for users to get to k ow the artwork more. It is the same as my approach. |
| **National Gallery of Arts DC** | My fourth competitor is National Gallery of Arts DC. It is a direct competitor which is a mobile app that provides information of artworks in National Gallery of Arts DC. It is the same as what I am making but their app is only for their gallery. |

# How do competitors position themselves in the market?

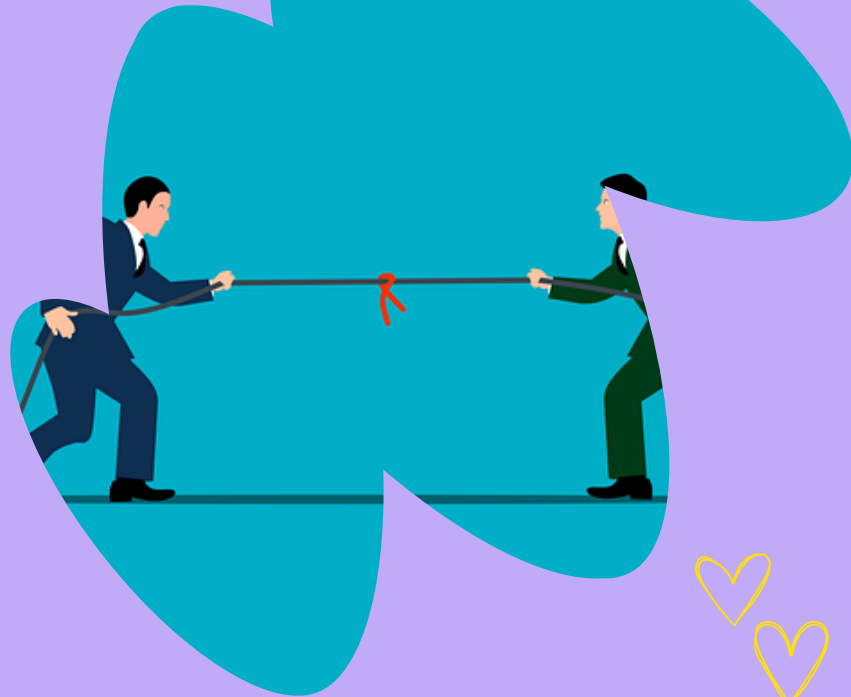| SITE NAME/COMPANY | DESCRIPTION |
|---|---|
| **Tiqets** | Tiqets position themselves "At Tiqets we take travel and culture seriously." Tiqets is an app that allows the users to purchase tickets easily and efficiently. It makes the users feel secured and respected of their culture. It offers a friendly environment for people around the world who speaks different language and from different cultural background. |
| **Eventbrite** | Eventbrite position themselves that "Allows users to browse, create and promote local events" They claim their website and app to be easy access and easy to browse. They seek to bring close connection with the users on promoting local events. They promote fun events and places to go in the location you are in or plan to go. |
| **Smartify** | Smartify position themselves as "The 'why' behind 3m downloads and 2m digitised artworks." The app targets their users on users who are looking to gain more information about artworks. They provide information of artworks around the world no matter which gallery you are in. It brings connection with people in multi-culture and for people who speaks different languages. |
| **National Gallery of Arts DC** | National Gallery of Arts DC position themselves to "Serve the nation by welcoming all people to explore and experience art, creativity and our shard humanity." Their app and website is only for the visitors to the National Gallery of Arts. They seek to bring close connection with their visitors and build a friendly environment for them. |

# How do competitors talk about themselves?

| SITE NAME/COMPANY | DESCRIPTION |
|---|---|
| **Tiqets** | Tiqets describes themselves "At Tiqets we take travel and culture seriously." They claim to care about the user's culture and travel. Their app includes multiple languages to choose from and they made their app easy and simple to use which emphasized how they talk about themselves. |
| **Eventbrite** | Eventbrite describes themselves that "Allows users to browse, create and promote local events" They claim to promote local events to the users. Their website includes a lot of visual presentations which emphasized the local events near the users location. It allows the users to have a better idea on how the events look like. |
| **Smartify** | Smartify describes themselves as "The 'why' behind 3m downloads and 2m digitised artworks." Their website allows the users to access artwork information and description anywhere they go. They emphasized how widely used was their app and it is accessible for wide ranges of users around the world. |
| **National Gallery of Arts DC** | National Gallery of Arts DC describes themselves to "Serve the nation by welcoming all people to explore and experience art, creativity and our shard humanity." They emphasized their target audience on only providing the app to the visitors for National Gallery of Arts DC. The visitors will feel very connected and bond strongly with the gallery. |

# Competitors' Strengths

## Tiqets

+ Locations were listed clearly
+ Search bar is big; users can type in locations on their own
+ automatically detects your location and select activities for you.
+ Available in 14 different languages
+ Location category is in order from current location to current country to worldwide.
+ Include visual displays for users
+ Include star ratings and prices at first glance
+ Clear branding identity with simple yet clear visual displays.
+ Location is clear and bold

## Eventbrite

+ The categories are clear at first glance
+ A lot of visual presentation and elements
+ Easy to select the location you want to go
+ Include time, location, and activities for preference.
+ Be able to do a quick search base on your desired time & location.
+ Easy for users to find activities in categories
+ Easy to switch locations
+ Buttons and events are listed clear
+ Clear branding identity including fonts, colors, photography for visual presentation
+ The titles are clear for every event
+ Event descriptions are short, simple, and easy to understand

## Smartify

+ Visuals of different artworks playing in homepage
+ Displays the on featured artwork on top
+ Automatically detects the venues near your location
+ Available in 10 different languages
+ Include audio and visual impairments
+ Easy to navigate videos
+ Other related videos are linked under the video you select
+ Titles and length of videos are clear

## National Gallery of Arts DC

+ Straight forward on what is on display now
+ The menu bar is placed where the user's eyes go
+ Time, free admission, and direction is listed very clear.
+ Highlight events and provide clear date and time.
+ Categories is easy and straight forward for users.
+ Simple and easy for users to find work they want to see.
+ Category buttons are easy to access
+ Easy to see work due to simplicity of the buttons
+ Photography and images used presented what types of art they display
+ Descriptions are easy to read
+ Focused on target audience of their visitors only

# Competitors' Weaknesses

## Tiqets

- No general menu bars
- No menu bar for clearer category
- Categories aren't clear
- No voice assistants
- Easy to search or switch locations
- The color usage could be more interesting
- The descriptions are too long, users are unable to read the whole description at first glance

## Eventbrite

- No menu bar to access
- Only available in English
- No voice assistant
- Events display are unclear and not in order
- Simple visual presentations yet make users engage easily

## Smartify

- Not divided in categories, hard to search
- Lack of information about the artists catergoy
- Include a ticket purchase section.
- No categories which is hard for users to find art works
- Not clear where to buy tickets
- Minimal branding identity
- Only uses one color
- No description at first glance of the website

## National Gallery of Arts DC

- Less visual interactions with users
- The website is taken over by one image at first glance
- Only available in English
- Need audio and visual impairments
- Website background color theme fits the color palette of the photography used

# Gaps
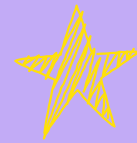
+ Competitor product and brand identity was not clear
+ Competitor products only provides limited amount of accessible features
+ Process of purchasing tickets isn't clear and smooth
+ The feature of looking up events and artworks are not efficient

# Opportunities

+ Offer QR codes for the users to get to know the artwork's description more efficient
+ Offer voice assistant in our app
+ Visual presentations should be clear, strong and powerful on presenting our brand identity.
+ Tones and descriptions should be friendly and informal in order to bring connection and bond closely with the users.