

Competitive audit Goal: Compare the digital presentation and sales information for each gallery's app or website (if there is no app).

General Information									UX (rated: needs work, okay, good, or outstanding)								
Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	Website experience	First Impressions	Dedicated mobile app experience	Features	Accessibility	Digital Interaction	Navigation	Digital Presence Design	Tone	Digital Content
Ed Sandoval Gallery	Taos, NM	Single Artist Painting, Giclées, Small Prints	\$-\$\$\$	https://www.edwardvalley.com/	Small	NM Art Lovers	"Taos Art" (Northern NM theme)	Good + Interesting/interactive rotating photos/ - "Enter Here" gets a little frustrating as that is the home screen	N/A	Good + Good representation of Art, Newsletter sign-up, About, Good idea of prices + Online store only for "small" (cards, posters)	Needs work - Not sure Javascript works everywhere - Mobile is different experience to web/no newsletter, about, etc. just paintings/no buy option	Needs work - Straightforward to get to paintings and prices but no call to action - Website and Mobile Presentation do not have same information	Needs Work on mobile and web - No Easy Call to Action - Limited Menu Use	Outstanding + Work is easy to identify + NM is easy to identify as a theme + Art representation brings mobile and web experience together	Personal sense of the Artist, very visual, invitation to newsletter is personal and friendly. Looks almost like you are in the artists home at some points	Okay - categories in mobile presentation should be in Web presence. + Overall info relevant to target audience, just somewhat hard to navigate.	
Michael McCormick & Sons G Direct	Taos, NM	Paintings from locals and other artists who may have some connection to NM	\$\$\$-\$\$\$\$	http://www.mccormicksonsgallery.com/	Small	NM Art Lovers	"Features location and artist list with their portfolios"	Good + Gallery featuring historical or modern artists represented + About for each artist - Navigation is straightforward but no call to action	N/A	Okay + Arts News (link to Taos Magazine) - No idea of prices	Needs work - Website not secure/no https! - No clear way to make small type bigger on mobile	Needs work - Mobile gets stuck in grey area once you zoom in on painting - No prices/ No Call to action	Needs Work + Same Menu as Website - No call to action/not even a store	Good + Web site and Mobile coordinate + NM is easy to identify as a theme	Good Quality Gallery of Local Artists	Okay + Focused on info relevant to target audience - Prices? - Some artists don't describe connection to NM	
Leslie Pierce Art	San Diego, CA	Single Artist Painting, workshops and classes	\$-\$\$\$	https://www.artlesliepierce.com/	Small	Local Art Gallery Lovers	"Original Contemporary Art for homes and commercial spaces/San Diego & Austin theme"	Good + horizontal menu with javascript gallery/home clearer + can purchase art online with "acquire this art" link/shopping cart + "you might also like" suggestions	N/A	Good + Nice layout of painting/price/size/description/social links + Artist statement as well as bio/more social links (insta, linked in) Newsletter sign-up-clear + Awards and features about people who bought something—international	Good + Mobile has web site view + Can buy art on phone as well + has map to location that you can use with phone	Good + Payment process is straightforward + Good use of menu, follow on Instagram, contact form	Good + Easy straightforward Menu + Items that are clickable work well	Outstanding + Work is easy to identify + Easy to identify Local and Code Defined Series + Mobile and Web are very closely aligned	Friendly, Personal sense of artist, a sense of "professionalism" as well as artistic	Good + Focused on info relevant to target audience - Could elaborate on series/shop by category	
Artsy	Not Sure	A online market place and gallery for Art	\$\$-\$\$\$\$	https://www.artsy.com/	Large	Art Specialists to Casual Interest	"Global Reach and Industry Expertise"	Outstanding + Impressive one stop shopping and info on fairs, museums, artists, shows and auctions + Can also sell on this site - Navigation is straightforward but no about/ who is behind this site	Good + Visually appealing - A little overwhelming/not sure where to start/can get lost + Accessibility-friendly + Can view on a wall/ tells you where it ships from	Outstanding + also has NFTs & Auctions, Art Fairs + Can search by Artist, Rarity, Medium, Price and Size for Art Fairs + Sections for Art News, Museums, Galleries, social links to follow artists	Needs Work - I don't like that there is not an obvious app extended menu. You tend to just click around and discover stuff - heavy with graphics and text all together everywhere on main pages	Needs work - Instead of about artist it just asks you to follow - App doesn't have the same features as Web site but it has different things	Good + makes you build a profile to save and find things + Can sort & filter on app by time period, color, galleries, material, color, size , price, medium, location, ethnicity & nationality but I am not sure how to get to that sub menu again	Okay + The breadth of all that's available makes it feel like a leader in the field - However sometimes less is more/layout can be confusing/lack of extensive or sub menus might make user never know what all is available.	Professional Tries for no tone/straight facts/formal	Okay + All the bases/basics are covered - Not much as much description as they could have because there is so much	
Art Basel	Miami Beach, Paris, Basel, Hong Kong	A online market place and gallery for Art in Miami, Paris, Basel and Hong Kong	\$\$-\$\$\$\$	https://www.artbasel.com/	Large	"People Who Live Inspired By Art"	"Curates dynamic dialogues between prominent members of the international artworld."	Good + Seems to specialize art community in 3 major cities/mixed with tourism information + Exploring Ideas - Can't seem to buy anything directly (just refers to gallery	Good + Very Similar to Web site + Can Review App/Detect Location + Accessibility-friendly - No direct buying or prices seem hidden.	Outstanding + WeChat/stories (most contributors behind stories) + Live/galleries/maps/local information + Podcast	Outstanding + Available in three languages + Highlights accessibility at galleries/fairs and family options + Podcast about gender imbalances	Good - Can't buy + Follows web site/ More educational in depth than other sites	Good + Easy swipe right menu as well as top menu - Seems like you should be able to click the art until you get a price	Good + Educational + Community Oriented - Can't seem to sort like Artsy	Formal but friendly, Educational but not too overwhelming, Engaging-	Good + Focused on info relevant to target communities as well as a wider community of people into art - Lack of ability to buy is strange	