

Competitive audit Report

1. Competitive audit goal(s)

Compare the experience of each competitor's app as a new user and a returning user.

2. Who are your key competitors? (Description)

Our key competitors are Smartify, which is also an art gallery audio tour app and VoiceMap which is a audio tour map to explore the city. Smartify is a direct competitor of our app whereas VoiceMap is an indirect competitor of our app.

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

(Description)

Smartify is an app which allows the users to scan paintings in order to identify them. It also provides audio tours and allows the users to shop for art and similar objects. It allows the user to explore other art galleries.

VoiceMap is a tour guide which allows you to explore places. It also allows you to create your own tours. It is available in many languages.

4. How do competitors position themselves in the market?

(Description)

Smartify focuses more on mainstream art like the old museums like the Louvre and the Rijksmuseum. The app has many features. It is easy to use but provides tours in limited languages. It has various features like artists, objects, tours and articles.

VoiceMap has mostly paid walking tours. The app has a community of tour guides, journalists, broadcasters, bloggers and authors. It allows you to create and share tours. It has tailored experiences which tells you the best time to visit these places and [precautions to follow.

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

Smartify markets itself as an app which connects art to history. It is more like a stop and see rather than a tour as it describes the paintings individually. It shows a map of all the places housing art galleries.

The VoiceMap is all about personalization. It is like a virtual tour guide which not only shows you the destination but also tells you which time you should visit, what you will find en-route and where you can make stops and sightsee nearby.

6. Competitors' strengths (List)

Smartify's strengths include:

- Offers a map to see art galleries all around the globe
- It provides backstories of paintings and ancient art
- It provides a range of products similar to or inspired by the art in the exhibitions
- It lets you bookmark artists, venues and create your own collections

VoiceMap's strengths include:

- It has tours available in many languages
- It has reviews of the people who experienced the tour
- It shows landmarks and places of importance nearby
- It helps you engage with other travellers by allowing you to create tours and document your experience
- Tell you about the history and culture of the place and has pit stops in the walking tours

7. Competitors' weaknesses (List)

Smartify's weaknesses include:

- Not expanding its language options
- Not making better use of modern phone technology like voice assistants
- Not allowing scans for the gallery
- Not creating overall tours of the gallery but informative videos of art pieces
- Not booking tickets through the app and guides through the website
- Not providing suggestions of similar places to visit or nearby activities to do
- Not providing maps of the art gallery

VoiceMap's weaknesses include:

- It is preplanned and doesn't consider the change in places
- It has tours only created by people and not of its own
- Not using voice assistants to answer questions about the places and in case lost
- Not giving photo previews of the scenic routes
- Having a bland web interface

8. Gaps (List)

Some gaps we identified include:

- Both Smartify and VoiceMap do not use modern technology like voice assistants
- Both do not have photo previews of the tour
- Both can have a more bright and calm interface

9. Opportunities (List)

Some opportunities we identified include:

- Provide suggestions on what to do next or similar places to visit
- Allow users to bookmark art venues, paintings and plan itineraries accordingly