

Competitive audit	Competitive audit goal compare the art renting experience of each competitor						
	General information						
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Business size (small, medium, large)	Target audience	Unique value proposition
Harna (Our company)	-	Germany	Art for rent & Purchase		Medium	<ul style="list-style-type: none"> - individuals - businesses - doctor's office 	
Competitor 1	Direct	Germany	Art for rent & Purchase	N/A	Large	<ul style="list-style-type: none"> - businesses - real estates - Designers - Health care - Hospitality - Institution - Artists 	Turnkey Service
Competitor 2	Direct	Germany	Art for rent & Purchase	€€	Large	<ul style="list-style-type: none"> - individuals - businesses 	We are from Berlin
Competitor 3	Direct	Germany	Art for rent & Purchase	N/A	Small	<ul style="list-style-type: none"> - businesses 	you remain creatively and financially flexible
Competitor 4	Indirect	USA	Digital art market place	€€€€	Large	-individuals	the world's first and largest NFT marketplace

	First impressions	
	Desktop website experience	App or mobile website experience
Harna (Our company)	Good + Clear and put the art first	Good + Responsive and still retain content from desktop version
Competitor 1	Outstanding + Messages about ranges of service are clear - Not clear CTA	Good + Responsive and still retain content from desktop version
Competitor 2	Needs work + 'Find art' page is clear with rental and purchase price - First section of the Home doesn't communicate clearly that they are renting/selling out art pieces - Home is quite noisy and lack consistence with different design components in each section	Okay + Mostly Responsive - two burger menus are too confusing - 'Find art' page is hided under one of the menu
Competitor 3	Good + Clear interface and messages - Cannot see all updated art works	Good + Responsive and still retain content from desktop version
Competitor 4	Outstanding + Very clear message of what they do and how the service works	Good + Responsive and still retain content from desktop version + Very stable API

UX				
	Interaction			
	Features	Accessibility	User flow	Navigation
Harna (Our company)	Good + Clear and concise - Might be too limited info for a business to want to hire	Outstanding + Text and buttons are clear + No noisy color	Outstanding + Easy to access information as a user	Good + Clear and easy to navigate
Competitor 1	Okay + Easy to understand what they do and offering + Clearly explain the service to each type of client - Users cannot see what art they have - Users have to go through service of consulting first	Good + Text are clear to read - Buttons might not be so clear to press	Outstanding + Easy to access information as a user	Outstanding + Navbar includes everything the users might want to know
Competitor 2	Good + have inspiration section to discover more art + all are covered for someone who want to know more to rent/buy an art	Okay + access to art pieces through menu - Color usage in different ways through sections might make users skip some info	Needs work - Message of renting/selling and transporting to your place is not clear enough at first but you have to dig down the web	Good + Menu navigation is clear
Competitor 3	Okay + KONTAKT feature so you can talk to a person about the art works - cannot complete checkout within the web - cannot see all artworks	Okay + Clear messages in each section - Text on picture is hard to read - No english translation available	Good + Simple menu and easy to understand	Good + Easy and concise
Competitor 4	Outstanding + see the price of the art pieces in real time according to digital currency market + See profile of each artist and follow their works	Outstanding + Text and CTA are clear to read + Exceclent color contrast	Outstanding + Very intuitive flow that serve user needs very well	Outstanding + Simple but concise with all that might be needed

	Visual design	Content	
	Brand identity	Tone	Descriptiveness
Harna (Our company)	Good + Unique logo, very clean identity	Friendly and informative	Good + Clear provided service - Might be too concise at some places
Competitor 1	Good + Color choices make the web looks clean - Some graphic might be a bit noisy	Informative	Outstanding + Every service is explained in a very detailed manner
Competitor 2	Needs work - Color usage and text orientation in different ways through sections might make users skip some info	Serious and friendly in some place	Good + Wide range and you can get inspired with their Inspiration section - Might be to overload for someone who has the art style in their mind
Competitor 3	Good + Clear, clean, few colors - the web might be too generic sometime	Friendly and direct	Good + Very clear of how the service works
Competitor 4	Outstanding + clear and consistent through out the website	Friendly and informative	Outstanding + Every service is explained in a very detailed manner