

Center of Puppetry Arts - Competitive / Comparative Analysis

	C.O. PUPPETRY ARTS	GEORGIA AQUARIUM	FOX THEATRE	VARIETY PLAYHOUSE	CENTENIAL OLYMPIC PARK	ZOO ATLANTA	CHILDREN'S MUSEUM	LEGOLAND
Mobile App	NO	YES	NO	NO	NO	NO	NO	NO
Checkout process	4 CLICKS	6 CLICKS	4 CLICKS	6 CLICKS	N/A	4 CLICKS	4 CLICKS	8 CLICKS
Checkout without account	NO	YES	NO	NO	N/A	YES	YES	YES
Information to create account (# fields)	11	13	5 + creating account	14	N/A	13	8	11
Contact information easy to find	YES	YES	YES	YES	YES	YES	YES	YES
Dates & Times clearly displayed	YES	YES	NO	YES	NO	YES	YES	YES
Social media presence	YES	YES	YES	YES	YES	YES	YES	YES
Email list	NO	YES	YES	YES	NO	YES	YES	YES
Clear address / Navigation	YES	YES	YES	YES	YES	YES	YES	YES
About us clearly describes company & brand	YES	YES	NO	YES	YES	YES	YES	N/A
Featured Promotions and events	YES	YES	YES	YES	YES	YES	YES	YES
Featured attractions on home page	YES	NO	YES	YES	YES	YES	YES	YES
Overall navigation of site (1-5) rating	3	4	4	4	3	4	4	4
School field trip accessible	YES	YES	NO	NO	NO	YES	YES	YES
Memberships	YES	YES	YES	NO	NO	YES	YES	YES
Search feature	YES	YES	NO	NO	YES	YES	NO	YES