

## Mobile APP Comparative/Competitive Analysis

	Georgia Aquarium	Historic Jewish Atlanta	High Museum of Art	Smithsonian Museum
Layout of Premises	YES	YES	NO	YES
Offerings List	YES	NO	YES	YES
Daily Schedule & Hours	YES	NO	NO	NO
Ability to Buy Tickets	YES	NO	NO	NO
Photo Booth feature	YES	YES	YES	YES
Overall Appearance (1-5 rating)	4	4	3	3
Global Navigation	Left side - Menu pops out	Street Signs - middle of screen	Right side - Menu pops out	Hamburger - Side menu
Contact information	N/A	N/A	N/A	YES
Footer Contents	N/A	Info, Settings, Postcard, Saved, Location	N/A	N/A
Offerings Layout	Basic Scroll Feature	Sort by: Alphabetical, Location or Date	Basic Scroll Feature	Clean thumbnail layout
Home Page	Live video with "explore" button	Street Sign with global navigation	Scroll list of "Discover" items	Carousel images, Contact info, Thumbnail offerings list

**User Needs**

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**Business Needs**

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**App Solutions**

**Easy to find contact information**

**Daily Schedule & Hours listed clearly**

**Ability to buy tickets with App**