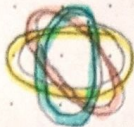


Research Goals

What is on the market?

Features used within GA&C
Market trends & interest

Direct Competitors



Saatchi Art

What works well?

- many similar finds/choices
- joyful to use
- can easily restart

What doesn't?

- not easy to find feature
- only by visual similarity
- can't zoom in further



Google Lens

What works well?

- user feedback rotating points to let user know it's working
- offers selections with titles
- can zoom in on image

What doesn't?

- sometimes inaccurate
- at times objects are obvious but searches are random (AI not smart enough yet)
- not site based



Art Selfie

What works?

- user feedback similar to Google Lens
- can view art in augmented reality
- recommended metadata

What doesn't?

- extra step to click to view
- selfies only of faces
- limited diversity (Eurocentric)

Indirect Competitors



Shazam

Music Discovery Tool

What works well?

- app for anywhere
- straightforward
- sleek UI
- connects w/ apple music
- expanded features (video, lyrics, related)
- connects to library

What doesn't?

- no desktop site
- connects only w/ apple music & not others
- charts by city (unusual)



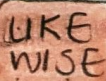
Whichbook

What works well?

- collection of book covers to pick from
- categories to search from
- covers snap to CTA

What doesn't?

- categories are unusual
- logical but less UI
- can't search by genre or current book



Like Wise

- app selects genre by bubbles

What works

- super simple UI
- suggestion cards

What doesn't

- slow site load (no)