

Plus/Delta

Are.na

Positives:

- Easily add multiple forms of content
- Interface allows for easy addition of work/ideas to existing “channels”, commentary and discussion
- Ability to keep “channels” public/private
- Can connect relevant work across “channels”
- No “likes” or ads
- Mobile or desktop
- Easily collaborate/connect with others— connect your account w Twitter

Negatives:

- Free account has limited content uploads, \$5/month for unlimited
- Community not local
- Minimalist aesthetic fits brand, but could be turnoff for some
- Are.na name... pronounced “Arena” or “Are dot na”? Uncertainty could bring confusion
- No DMing so difficult to schedule meetups/build person to person connection/local group

Daise

Positives:

- Strong focus on artist collaboration- easy to find page w projects seeking collaborators
- Simple sign up/profile creation/feed curation
- Supportive community— seems geared towards youth/early career artists
- Connect to more established artists to ask questions
- Regular “challenges” to keep users motivated and honing craft

Negatives:

- Mobile- but only iOS (limits mobile collab opportunities)
- Numerous broken links on website— founders excited about idea but not maintenance/upkeep?
- Community not large, challenge to find local collaborators
- App buggy
- Site/app design a bit busy— benefit from cleaning up navigation

Behance

Positives:

- Easily showcase portfolio work
- Very large community
- Easily post comments/feedback
- Unlimited uploads
- Mobile and desktop apps

Negatives:

- Significant social media influence— ability to “appreciate” (like) work
- No emphasis on local scene
- Could potentially collaborate and connect w other artists, but focused more on promotion

Tattoodo

Positives:

- Quickly connects you to local tattoo artists
- Easily upload imagery
- Easily browse tattoo portfolios for inspiration
- Clean, easy to navigate interface

Negatives:

- Name sounds a little like “doodoo”
- Focus on tattoo artist community, not diverse group of visual artists
- Focus on users looking for tattoo, not as much on artist collaboration
- Bio of artists appears to cut off content
- No forum for online discussion
- Only mobile— no desktop

Feature Inventory

Competitor	Upload content	Collaborate w other artists	Make local connections	Well designed/ Easy to navigate	Message others directly	Free version available	Robust privacy settings
Are.na	✓	✓	✗	✓	✗	✓	✓
Daise	✓	✓	✓	✗	✓	✓	✗
Behance	✓	✓	✗	✓	✓	✓	✗
Tattoodo	✓	✗	✓	✓	✗	✓	✗