SWOT Analysis

In each of the below categories, list out the strengths, weaknesses, opportunities and threats you see for your application:

(Example of a threat would be competition from similar applications BUT your strength would be how your application is different or better than the competition.)

LIST A MINIMUM OF 3 ITEMS IN EACH CATEGORY
 (This is based on research you have completed for your application.)

S
Strengths

1. Easy to use and navigate.
2. Updated more frequently than other directories.
3. Focuses only on the state of Missouri.

W
Weakness

1. Searches are limited to only Missouri Notaries.
2. Doesn't allow aspiring Notaries to apply directly on the website.
3. Doesn't provide a pay function to book direct appointments with notaries.

O
Opportunities

1. Learn how my users interact with the directory.
2. See which area is searched the most for a Notary to offer services tailored to that area based off searches.
3. Grow and learn from constructive criticism based off user feedback.

T
Threats

1. Competitors.
2. Webpage load times and interface reliability.
3. Site has limited resources.