

# Dropbox

## Strengths

- \* Offers great web-oriented tools for sharing information between users on broad and narrow scales.
- \* Browsing collections of photos or videos in a folder is easy; thumbnail previews are available and well-organized.
- \* Collaboration is easy and version control is robust at every price tier that isn't free.
- \* Easily among the best business tools for collaboration and sharing; extremely robust toolset for admins

## Weaknesses

- \* Very limited toolset for personal note-taking, saving links, other various functions associated more with personal users.
- \* Most of its best features aren't available until you start paying for it. Securing files locally through passwords and encryption aren't available for free users.
- \* Subscribing for paid tiers is much easier than unsubscribing; feels a little like cancelling a gym membership. Not good.
- \* Interface is not friendly towards social media; it is more engineered towards mass file storage/transfer.

## Opportunities

- \* Users who need a more robust filesharing application will prefer Dropbox over notetaking applications like Evernote or OneNote.
- \* Business users will find that it is exceptional for collaboration, data security, creating backups...if you're going to pay for a filesharing application for your business, DropBox offers a lot of features that competitors are lacking.
- \* Personal users who aren't looking for a notetaking app will likely prefer this for personal projects, or as a user-friendly tool for backing up and sharing files with specific people.

## Threats

- \* Social media oriented apps will crush Dropbox in terms of ease of browsing and sharing with wide audiences.
- \* Google Drive offers much of the same personal user functionality at its free level that you have to pay to get in Dropbox, but without first-party integration.
- \* For actual note-taking, an application like Evernote or OneNote is much better at quickly and easily allowing a user to edit/create text notes.

# Evernote

## Strengths

- \* The ability to recognize text from images and convert it to text that can be edited and modified is a unique value-add that most competitors do not offer.
- \* Superb cross-platform synchronization due to essentially being built from the ground-up as a mobile app.
- \* Unlimited collaborators and folders.
- \* Strong brand identity, trusted name; brand leader since 2008.
- \* Users can share audio files, pdfs, video files...almost any media file format really.

## Opportunities

- \* Most people do not have a unified hardware scheme; for example, they may have a Windows PC, but their tablets/phones may be Android/Apple devices. Evernote's cross-compatibility allows it to be used across a mixed platform without fear of one of their devices receiving less support.
- \* For a user who doesn't hit the 60Mb cap, Evernote is arguably the best free personal notetaking app available for mobile in terms of feature set.
- \* As a personal organizational tool, Evernote is superior to other products that are more business or social media oriented.

## Weaknesses

- \* Yearly pricing model tends to result in certain customers forgetting about the payment and being surprised by it.
- \* Free tier only allows 60Mb of uploads a month.
- \* No Facebook sign-in.
- \* Organizational hierarchy doesn't make it easy to compartmentalize data; Notes can be categorized, but cannot be separated into "folders", separating data involves excluding it from everything else rather than including it in one location.

## Threats

- \* Evernote is a third-party software offering; it will always have to compete with first-party software like OneNote, Google Keep, and iCloud Notes that are designed from the ground-up to be integrated into their respective first-party OSes.
- \* Evernote is not optimized for collaboration and is nowhere near the best option for business users.
- \* Evernote is not well-optimized for social media, or for sharing content with users who do not use Evernote.

# OneNote

## Strengths

- \* OneNote is a Microsoft product.
- \* OneNote offers exceptional MS Office synchronization.
- \* OneNote allows attachment of virtually any media.
- \* OneNote handles free floating paragraphs in a text note; this is a unique feature that no other note-taking or collaboration software really offers.
- \* OneNote is 100% free across all platforms, forever.
- \* OneNote offers unlimited collaborators, notebooks, and notebook pages.

## Opportunities

- \* As a free Microsoft offering, it cannot be competed against in terms of price. Only in terms of market saturation.
- \* OneNote's utility for business applications makes it a superior product to many offerings that must be paid for; it is excellent for collaboration with a team of co-workers as far as quickly communicating information to a product team.
- \* For a personal user, it works adequately for quick notes, and it allows you to keep business and personal notes all in one location while keeping them clearly divided.

## Weaknesses

- \* OneNote has a "quirky" interface; while seasoned users sing its virtues, a new user will find it unusual and may be turned off by it.
- \* OneNote does not offer as many social media tools as competing products. Its search features are inferior and its interface does not make it easy to see previews or thumbnails of content.
- \* OneNote organizes things by notebooks; notes and files that are "orphaned" (unrelated to a particular notebook's theme) don't really have a place.
- \* Connecting calendar reminders to notes is clunky.

## Threats

- \* For a personal user, there are significantly better options if you don't care about your business and personal notes all being in one application.
- \* It is a first-party product; it will always favor Windows/Microsoft products in terms of support and design improvements.
- \* Its social media applications are woefully limited, and there are much better apps for sharing information you put into them, or collaborating with a very large group of people who all have edit access.