Comparing our app with three competitors. Snapchat has been a pioneer in messaging and multimedia sharing, appealing to a broad user base through features like self-destructing messages, stories, filters, and lenses. Its focus on instant visual communication has made it popular among younger demographics who favor quick, spontaneous interactions [1]. NoteIt positions itself as an intimate form of social networking, emphasizing closer connections by allowing users to share thoughts and moments directly on the home screen. NoteIt seems to aim for more persistent and meaningful engagements Its widget-centric approach suggests an always-on portal into friends' lives, potentially offering a quieter alternative to the noisy, algorithm-driven experiences of larger platforms [2]. PictoSwap is designed for artistic expression and sharing, promoting a creative community where drawings are not only shared but experienced in the making. It serves users who take pleasure in the creative process and enjoy the interactive aspect of art creation. PictoSwap's real-time drawing feature, which allows friends to watch as a drawing is made, offers a unique, performative dimension to art sharing, which could be especially appealing to those who appreciate the journey of creation as much as the final artwork.  
Our app is combining all three of these features and creating something new. Snapchat is used more for communication and groups which our app will allow. NoteIt is an app that focuses more on sharing moments directly with someone which our app will allow through messaging and being able to send drawings. PictoSwap focuses more on artists and people who are interested in watching the progression of artwork. Our app uses scalable vector graphics which could appeal to both casual doodlers and professional designers, offering precision and quality that bitmap images lack. The group chat functionality suggests a collaborative angle, where ideas and creations can be discussed and developed in a community setting.