



## STRENGTHS

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| <ul style="list-style-type: none"><li>• Can create customized mapped itineraries</li><li>• Ability to categorize map by time of day, and based on a half-day or full-day</li><li>• Organized by location</li><li>• Ability to store reservations, restaurants, and things to do for each trip in one place</li><li>• Archives past and present trips</li><li>• Database of recommended activities, food &amp; drink options, and points of interest</li></ul> | <ul style="list-style-type: none"><li>• Learn more about attractions through pre-recorded/pre-curated audio guides</li><li>• Pre-made walking maps that are synced with audio</li><li>• Tours available in most US cities</li><li>• Offers “off-beaten path” walking and learning experiences</li></ul> | <ul style="list-style-type: none"><li>• Ability to discover trips submitted by the community and curated by the LiveTrekker team.</li><li>• Trips can be downloaded to phone and accessed offline</li><li>• Ability to record your GPS path</li><li>• Ability to add photos and videos that can be viewed by the LiveTrekker community.</li><li>• Direct links to social media</li></ul> | <ul style="list-style-type: none"><li>• Kix reward system offers opportunity earn discounts towards restaurants and other partnered businesses</li><li>• Routes are created based on your interests</li><li>• Ability to create customized walking maps - can select a route from point A to point B that passes specific points of interest</li><li>• Ability to see nearby attractions during journey</li><li>• Read reviews of sights from people who have visited before</li></ul> |
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## OPPORTUNITIES

Appeals to Google users who can benefit from syncing with Gmail.	Appeals to sightseers that want to learn more about sights and locations	Appeals to travelers who enjoy sharing their trips with family and friends in real-time.	Appeals to travelers and locals who wish to explore new places within a city.
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## WEAKNESSES

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| <ul style="list-style-type: none"><li>• Mapping function is clunky and inflexible</li><li>• Unable to add custom locations to maps</li><li>• Database of locations is limited</li></ul> | <ul style="list-style-type: none"><li>• Maps and walking tours are not customizable</li><li>• Tour selections are limited in international cities</li></ul> | <ul style="list-style-type: none"><li>• Unreliable map function</li><li>• Social elements require family and friends to also have the app</li><li>• Overly busy design and layout</li></ul> | Many Icons whose functions are not immediately clear |
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## THREATS

May not be as valuable for a user that does not utilize Gmail.	May not appeal to travelers who are not interested in an audio guide	May not appeal to travelers who are not interested in the social elements and prefer a simpler experience.	Google and yelp already provide much of the same background details about points of interest
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