**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.)

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| **S**  **Strengths**   * Website layout make links and resources more accessible. * Free website. * We focus on creating a community that will hopefully help the customer come back tp use our website continuously. Examples are we post an animal of the day and a quote of the day. |
| **W**  **Weakness**   * Compared to sites like betterhelp and talkspace we can’t offer licensed therapist help. * We can only link off to therapist in the user’s area. * Users are encouraged to come back to use our website but they will not be allowed to login and create an account. * We can’t accept payment or insurance. |
| **O**  **Opportunities**   * To get new users to be interested in mental health who wouldn’t be interested in just strictly finding a therapist. * We can be a medium to people who are not yet comfortable with finding a therapist and getting diagnosed with a mental illness. * We can build a user base and then continue to add functionality. |
| **T**  **Threats**  Websites like betterhelp and talkspace.  HIPPA regulations.  Functionality |