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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Strengths
- Easy to Use - Not Overly Complicated
- Completely Free - No Tiered Pricing
- Customizable - Able to Change Colors, Icons, Backgrounds, Etc.
- Able to Add Notes, and To-Do Lists as Needed

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Weakness
- Desktop Only
- Does Not Integrate With Other Apps Like Google Calendar
- Not Able to Add Users Designs - Only Preloaded Designs and Backgrounds

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Opportunities
- Start with Adding Integration with Google Calendar
- Add Feature to Allow Users to Upload Own Backgrounds
- Add Feature to Allow Users to Upload Own Stickers Designs
- Allow Sharing Access to Allow Others to View
- Design Mobile Version of App

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Threats
- Some Users May Prefer Mobile App Over Desktop
- Similar App is Introduced with Additional Customization and Visual Appeal
- Tech-Savvy Users Want More Integrations and Features - Become Bored with Simplicity of Current App