Evernote

	Helpful to achieving their objective	Harmful to achieving their objective
Internal origin (attributes of the product)	**Strengths** • Syncs across all devices • Robust note taking features for saving, editing, organizing, searching and sharing • Supports vast amount of file types • Tiered pricing subscription. Basic service (Free)	**Weaknesses** • Number of features can be overwhelming • Not intuitive. Takes time to "get into it" • Some features function differently depending on platform • "Basic" service – 60 MB **upload** limit per month (not good for high quality photos or PDFs)
External origin (attributes of the environment)	**Opportunities** • May attract customers working in a highly collaborative environment using many different file types	**Threats** • Discourage customers looking for a simple experience

Google Keep

	Helpful to achieving their objective	Harmful to achieving their objective
Internal origin (attributes of the product)	**Strengths** • Simple & fast note-taking • Shallow learning curve • Universal search (title + note contents) • Easy organization/ filtering options • Google Chrome browser plugin • Draw notes pen + paper style (similar to Evernote) • Android app + Web (Free)	**Weaknesses** • Sharing only through email or Google Contacts • Limited features for collaboration • IOS ($3) – other free note apps available
External origin (attributes of the environment)	**Opportunities** • Other note-taking apps not as fast	**Threats** • Not as popular as other note-taking apps • Constantly compared to Evernote and Microsoft One Note

Ember for Mac

	Helpful to achieving their objective	**Harmful** to achieving their objective
Internal origin (attributes of the product)	**Strengths** • Collecting images and graphics • Simple image organization options • Website snapshot options • Works great with Mac • Collaborate with people who have app • Share using Twitter, AirDrop, etc.	**Weaknesses** • Not for text notes • Not for checklists • Relatively higher price than other apps ($25)
External origin (attributes of the environment)	**Opportunities** • Attracts designers and other creatives	**Threats** • Niche market