**Evernote**

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| evernote-logo.png | **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**

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| **google-keep-logo.png** | **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**

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| **ember-logo.png** | **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 |