

Tripadvisor




	Helpful to achieving their objective	Harmful to achieving their objective
Internal origin (attributes of the product)	Strengths <ul style="list-style-type: none"> • Content crowd-sourced • Robust trip search options • Effective rating, review, ranking system • Integrated with Google Maps • Traveler photos in addition to pro photos • Partnerships (ex. Viator) • Free • Great brand strength 	Weaknesses <ul style="list-style-type: none"> • Does not provide recommended walking paths (only general area to walk around)
External origin (attributes of the environment)	Opportunities <ul style="list-style-type: none"> • People interested in what other people think 	Threats <ul style="list-style-type: none"> • Their many features may be overwhelming

Google Trips



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Internal origin (attributes of the product)	Strengths <ul style="list-style-type: none">• Integrates with Gmail• Automatically maps out half day or full day plans• Robust info on nearby attractions• Free	Weaknesses <ul style="list-style-type: none">• Integrates with Gmail (no other emails)• Not editable (reservations/route)• Bugs (pulling from Gmail)• Gives users too many options
External origin (attributes of the environment)	Opportunities <ul style="list-style-type: none">• Appeals to users looking for robust travel planning experience integrated with Gmail	Threats <ul style="list-style-type: none">• May not appeal to user looking for simple experience

Walc

	Helpful to achieving their objective	Harmful to achieving their objective
	Internal origin (attributes of the product)	Weaknesses <ul style="list-style-type: none">• Depends too heavily on community for initial pictures
External origin (attributes of the environment)	Opportunities <ul style="list-style-type: none">• May attract users looking for alternatives to navigating by compass direction and street names	Threats <ul style="list-style-type: none">• New app that depends on increase in users to build picture database for navigation

Field Trip



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Internal origin (attributes of the product)	Strengths <ul style="list-style-type: none"> • Data rich • Customizable automated notifications • Suggests locations from other web services 	Weaknesses <ul style="list-style-type: none"> • Giving many options may be overwhelming • Suggested locations not provided by other users • Requires Wi-Fi, runs in background of phone
External origin (attributes of the environment)	Opportunities <ul style="list-style-type: none"> • May attract users who like to roam freely 	Threats <ul style="list-style-type: none"> • Not good for users on a timeline looking for a recommended itinerary

Cool Cousin



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Internal origin (attributes of the product)	Strengths <ul style="list-style-type: none">• Matches you with a real person who can share their local knowledge• Request Uber through app• Users can message "cousin" for personalized advice• Free	Weaknesses <ul style="list-style-type: none">• List of cities serviced by Cool Cousin is limited
External origin (attributes of the environment)	Opportunities <ul style="list-style-type: none">• May appeal to users looking to make human connection• May appeal to users seeking local knowledge	Threats <ul style="list-style-type: none">• May not attract users that do not want to interact directly with strangers

Triposo



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Internal origin (attributes of the product)	Strengths <ul style="list-style-type: none">• “City Walk” – generates walking paths• Highlights popular sights• Free	Weaknesses <ul style="list-style-type: none">• Walking paths are automatically generated• Able to add/delete points-of-interests but not route• Sometimes paths don’t make sense (ex. path on freeway)
External origin (attributes of the environment)	Opportunities <ul style="list-style-type: none">• May attract users looking for quick list of popular sights in an area	Threats <ul style="list-style-type: none">• May not attract users that want more control over their travel experience