**Tripadvisor**

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| **../../../../Desktop/Trip-Advisor-logo-2.jpg** | **Helpful**  to achieving their objective | **Harmful**  to achieving their objective |
| **Internal origin**  (attributes of the product) | **Strengths**   * 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**   * Does not provide recommended walking paths (only general area to walk around) |
| **External origin**  (attributes of the environment) | **Opportunities**   * People interested in what other people think | **Threats**   * Their many features may be overwhelming |

**Google Trips**

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| **../../../../Desktop/unnamed.png** | **Helpful**  to achieving their objective | **Harmful**  to achieving their objective |
| **Internal origin**  (attributes of the product) | **Strengths**   * Integrates with Gmail * Automatically maps out half day or full day plans * Robust info on nearby attractions * Free | **Weaknesses**   * 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**   * Appeals to users looking for robust travel planning experience integrated with Gmail | **Threats**   * May not appeal to user looking for simple experience |

**Walc**

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| **../../../../Desktop/download.png** | **Helpful**  to achieving their objective | **Harmful**  to achieving their objective |
| **Internal origin**  (attributes of the product) | **Strengths**   * Directions based on what you see * Free | **Weaknesses**   * Depends too heavily on community for initial pictures |
| **External origin**  (attributes of the environment) | **Opportunities**   * May attract users looking for alternatives to navigating by compass direction and street names | **Threats**   * New app that depends on increase in users to build picture database for navigation |

**Field Trip**

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|  | **Helpful**  to achieving their objective | **Harmful**  to achieving their objective |
| **Internal origin**  (attributes of the product) | **Strengths**   * Data rich * Customizable automated notifications * Suggests locations from other web services | **Weaknesses**   * 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**   * May attract users who like to roam freely | **Threats**   * Not good for users on a timeline looking for a recommended itinerary |

**Cool Cousin**

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| **../../../../Desktop/download.jpg** | **Helpful**  to achieving their objective | **Harmful**  to achieving their objective |
| **Internal origin**  (attributes of the product) | **Strengths**   * 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**   * List of cities serviced by Cool Cousin is limited |
| **External origin**  (attributes of the environment) | **Opportunities**   * May appeal to users looking to make human connection * May appeal to users seeking local knowledge | **Threats**   * May not attract users that do not want to interact directly with strangers |

**Triposo**

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| **../../../../Desktop/download-1.png** | **Helpful**  to achieving their objective | **Harmful**  to achieving their objective |
| **Internal origin**  (attributes of the product) | **Strengths**   * “City Walk” – generates walking paths * Highlights popular sights * Free | **Weaknesses**   * 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**   * May attract users looking for quick list of popular sights in an area | **Threats**   * May not attract users that want more control over their travel experience |