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| Strengths:  -The website offers an effortless way to keep track of spending categories, see trends and make changes.  -Reference without upkeep. It allows the user to go any amount of time unattended while the app sorts through purchases. No playing catchup on a balance sheet. | Weaknesses:  -Each user will have different layout preferences, as well as functionality preferences. Meaning everyone comes to “budgeting and tracking” their spending with a different angle and short to long-term intent.  -Accommodating to the many different layout desires would take a significant person-to-day hours spent meeting those needs. |
| Opportunities:  -With there being many different user preferences, there will be plenty of user requests and feedback to plan a versatile budgeting app.  -Take each user and have a designated developer ready to receive and respond with plans to address each request from that single user. | Threats:  -Being that the app is connected to individuals’ bank accounts there is a risk in private information exploitation and security risks.  -To address this a third party API will need to be used in accessing and managing the security of data transfer to the app. |

SWOT Analysis