

# Competitive Analysis

## GOOGLE DRIVE

PRIMARY AUDIENCE: Professionals, team collaborators, students, and any one that wants to store files and contents online.

POSITIONING: sells storage space online to give more space for users on their computer while promoting other apps from Google.

### KEY FEATURES

- Stores your files and contents
- Connects with other apps such as moqups
- Work with team on the same file / collaboration
- Sharing options
- Photos have its own folder
- Click and drag items to another folder
- Events / timeline of your activities on your account
- Image gallery display
- Star a file or content
- Multiple files selection
- Search bar with drop down menu options

### UX DESIGN

- user friendly
- very organized
- easy to use
- differentiable

### UI DESIGN

- clean, professional looking
- visually pleasing
- up to date

### INTERNAL

#### STRENGTHS

- Free to Store Files up to 15GB
- Universal on all devices
- Image gallery display
- Intuitive navigation structure
- Preview feature
- Responsive Design
- File sharing and collaboration
- Click and Drag feature
- Available in different languages

#### WEAKNESSES

- Cannot sign up or sign in from other social media accounts
- No request file feature from others
- No image sliders

### EXTERNAL

#### OPPORTUNITIES

- Make more free storage space than 15GB
- Use Easy Sign up / Sign In process
- Incorporate Facebook and Twitter sign up / sign in
- Make Click and Drag feature more flexible on other webpages
- Image sliders available

#### THREATS

- Too expensive for more storage space
- Customer's needs change
- Competitors outbeat ours
- Competitors copying features
- Fear that we cannot design new unique features
- Not as convenient as before