

# Competitive Analysis

## DROPBOX

PRIMARY AUDIENCE: Students, team collaborators, 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.

### KEY FEATURES

Stores your files and contents  
Send videos, files, and links quickly  
Work with team on the same file / collaboration  
Sharing folder  
Images in one folder and sliders  
File requesting from others  
Events / timeline of your activities on your account  
Searchable whether within a folder or the entire account.

### UX DESIGN

out of date  
small fonts and icons  
hard to read  
simple design and easy to use  
organized

### UI DESIGN

clean, childish because of the illustrations  
sort of like a one color theme  
looks boring

### INTERNAL

#### STRENGTHS

Free to Store Files up to 2GB  
Universal on all devices  
Easy to locate signup / sign-in  
Intuitive navigation structure  
User friendly  
Responsive Design  
File sharing and collaboration

#### WEAKNESSES

Not enough free file storage, have to upgrade to get more  
UI Design is out of date  
Not easy to register / sign up with other social media accounts  
Fonts are small  
Icons are small

### EXTERNAL

#### OPPORTUNITIES

Make more free storage space than 2GB  
Use Easy Sign up / Sign In processes  
More modern design  
Readable to all users  
Design trends to convey messages  
More distinguishing icons

#### THREATS

Too expensive for more storage space  
Customer's needs change  
People with disabilities will not like how small the fonts are  
Competitors copying features  
Monocolors will make design boring  
Not as convenient as before