MICROSOFT ONEDRIVE

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 promoting other Microsoft apps.

KEY FEATURES

Stores your files and contents
Get Started video tutorials
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
Embed your files
Multiple files selection
Create album from folders

Groups Section on the side bar
Office Online feature apps

UI DESIGN

clean, professional looking
visually pleasing
up to date
a little bit boring with one color
not much of icon designs

UX DESIGN

user friendly
organized
easy to use

INTERNAL

STRENGTHS

Free to Store Files up to 15GB
Universal on all devices
Image gallery display
Intuitive navigation structure
Embedding the files
Office Online feature
File sharing and collaboration
Click and Drag feature
Group Section where you can organize them to groups

WEAKNESSES

Cannot sign up or sign in from other social media accounts
No request file feature from others
No image sliders
Fonts are small
No creative icons to make it easier for users

EXTERNAL

OPPORTUNITIES

Make more free storage space than 15GB
Use Easy Sign up / Sign In process
Incorporate Facebook and Twitter sign up / sign in
More colors to differentiate the features
Image sliders available
Create effective icons

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