

# Competitive Analysis - Cloud Storage

## Google Drive

**Positioning:** Storage solution for both personal and professional use to store, access, and share files from any device. Provides the capability for users to create and collaborate on projects in real-time.

**Primary Audience:** Appropriate for students, professionals, and personal use

**Differentiators:** Offers the ability to create and collaborate on different types of projects. Goes beyond a storage solution to provide a space for creating content directly in the platform.

<b>Internal Strengths</b> <ul style="list-style-type: none"><li>• Free cloud storage up to 15GB</li><li>• Provides content templates for documents/projects</li><li>• Capability to collaborate on projects in real-time</li><li>• Ability to connect to outside applications</li><li>• Permission functions allows for an easy sharing experience</li></ul>	<b>Internal Weaknesses</b> <ul style="list-style-type: none"><li>• Each feature opens into a new tab, making multi-tasking difficult</li><li>• No file backup when deleting files</li><li>• Poor file organization when uploading files</li><li>• More complicated to navigate when compared to other products</li></ul>
<b>External Opportunities</b> <ul style="list-style-type: none"><li>• Improvements in file organization, beyond folders, on the main page</li><li>• Add therapy specific templates to aid with content creation</li><li>• Allow for doc viewing capabilities with those who do not have Google accounts</li></ul>	<b>External Threats</b> <ul style="list-style-type: none"><li>• Competitors have a more narrow, specialized functionality</li><li>• Simpler, more transparent functions within products</li><li>• Other products provide therapy specific treatment materials pre-loaded</li></ul>

## Constant Therapy

**Positioning:** A product designed for use during therapy rehabilitation. Provides evidence-base materials and stimuli to streamline the session preparation process.

**Primary Audience:** Treating therapists, clients, client family members

**Differentiators:** Product is designed by therapists, for therapists. It eliminates the need for paper materials and worksheets.

<b>Internal Strengths</b> <ul style="list-style-type: none"><li>• Therapists are able to assign tasks to specific clients on caseload</li><li>• Shortens the session prep time by providing pre-loaded materials</li><li>• Tracks client/patient accuracy during tasks and progress towards goals</li></ul>	<b>Internal Weaknesses</b> <ul style="list-style-type: none"><li>• No ability to customize or edit the materials in the product</li><li>• No collaboration features for multiple team members</li><li>• Navigation is initially confusion, especially for those who have disabilities</li></ul>
<b>External Opportunities</b> <ul style="list-style-type: none"><li>• Allow therapist to personalize and edit treatment materials for each client</li><li>• Incorporate scheduling features to streamline the session prep process</li><li>• Provide features that promotes team collaboration during plan of care</li></ul>	<b>External Threats</b> <ul style="list-style-type: none"><li>• Simpler, more effective navigation in other products</li><li>• More consideration for customized materials and collaboration in other products</li></ul>

# Dropbox

Positioning: Cloud storage solution that allows users to upload, copy, sync, and share important files and content. Allows users to remotely access and share content on any device.

Primary Audience: Strong appeal to corporate or professional worlds. Appropriate for personal uses as well.

Differentiators: Well established product world-wide for uploading and sharing files. Offers a smart-sync option to better organize the original and online versions of files/content.

<b>Internal Strengths</b> <ul style="list-style-type: none"><li>● Relatively simple design and simple functions in product</li><li>● Allows for file recovery after deletion</li><li>● Different tier level options for added features</li><li>● Strong corporate user base</li><li>● Allows users to connect to Google drive content</li></ul>	<b>Internal Weaknesses</b> <ul style="list-style-type: none"><li>● Free version only provides a small amount of storage space</li><li>● Layout of elements on main page could be improved for user experience</li><li>● No therapy specific features or scheduling features</li><li>● Product requires a good deal of content creation in outside products</li></ul>
<b>External Opportunities</b> <ul style="list-style-type: none"><li>● Provide modalities for editing and/or collaborating on projects within product</li><li>● Add features to create content for therapy clients directly in product to help streamline tasks</li><li>● Add features that target team collaboration and communication</li></ul>	<b>External Threats</b> <ul style="list-style-type: none"><li>● Saturated market with products appealing to both professional and personal users</li><li>● Competitor products have stronger collaborations features to improve outreach</li><li>● Competitors have more appealing UI elements</li></ul>