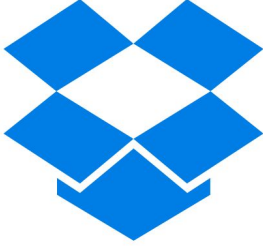# Competitive Analysis- Cloud/Organization Apps

Pinterest: I chose to discover more about Pinterest as a competitor mostly because I have never used the app before and was curious what it offered. I liked their onboarding, and the app is a breeze to use. Their biggest strength is their visual style and it was the most eye-catching of all 3 apps. It was really easy to get started and enjoyed it so much I may even keep using it!

	Positive	Negative
Internal	- Visually appealing & easy to use - Focus is on images - Organization is simple - Buttons appear on hover and are out of the way - Sharing is encouraged - Privacy is available for secret boards - Browser button makes it easy to pin anything from web - Appeals to Businesses and Consumers - UNLIMITED space	- "Picked for You" algorithm is not always "for me" - First-time users won't find much on homepage - Examples of how a Board can be useful are absent - Notifications happened without much prompting - No way to add music to board - Collaborating not a main feature - Lacks "all file-type" integration - Searching can be difficult with large Boards
External	- Great reputation in the wedding, party planning, baby/bridal shower and craft community - Over 50 billion pins already made - Monthly users over 70 million in US (currently more than Twitter's 60 million) - Steady increase in users and fiercely loyal consumer base - Niche markets/boards allow for targeted ads from businesses	- Reputation for not being widely used among males - Weak social media presence even though it has more users than Twitter on a monthly basis - Public perception of niche use (party planning, weddings, etc…) erodes everyday users - Facebook & Instagram already offer "pinning" features

Dropbox: I have had the most experience using this application out of all 3 of the competitors. It has made collaboration of music projects with my production partner a dream. It has adopted new features like Dropbox Paper to help collaborate with people on many types of documents and at 1TB of cloud space I could not ask for more storage. Also I find this app the best when sharing documents to other people.

	Positive	Negative
Internal	- All file types supported - Desktop versions available for integration into Finder window (macOS) - Paper allows for collaboration of different types - Showcase provides great branded was to appeal to clients - Consumers and Business can use for varied ends - Sharing options include expiring of files and permissions - Affordable large cloud space among competitors ($99 for 1TB)	- Small cloud space for free users (2GB only) - Features and Plans can be confusing (Dropbox Business vs. Paper vs. Showcase vs. Team) - Sharing links with mobile devices require downloading Dropbox app - Not integrated to iOS/Android system apps - Some files require 3rd party apps to view (Sketch, Adobe, etc..)
External	- Businesses of all types use this for their storage needs - Cloud-space is essential business tool for employee collaboration - Holds biggest market share of cloud file storage apps - Innovation-leading features for Design, Website, Photography user base	- People are generally scared of anything "cloud" - Generally considered an enterprise app and less consumer - Brand confusion with "Box" and "Dropbox" - Mobile platforms are integrating cloud services to their OS making this service less necessary

Google Drive: I have used Google Drive quite infrequently up until last year when I began using it for many of my UX assignments for Bloc. It is easy to upload documents, and offers a way to collaborate with other people and offers a slew of apps that work online- everything from spreadsheets, documents even presentations. I have had a positive experience so far and am curious how this giant in the cloud market can be toppled.

	Positive	Negative
Internal	- Link-sharing doesn't require an account to view content - Google product has great brand recognition - Desktop versions available for integration into Finder window (macOS) - 15GB cloud space available for any kind of document - Plethora of free tools (Docs, Slides, Sheets, Forms, etc..) - Real-time collaboration - Work is saved automatically	- Google-centric offerings may lack appeal for non Android/Windows users - Personal (Backup & Sync) vs. Business (Drive File Stream) nomenclature confusing - Requires a google account and reliable internet access - Some files require 3rd party apps to view (Sketch, Adobe, etc..)
External	- Educational market foothold is strong (ie: children are using app for their schooling) - Online collaboration may be future of using cloud-based technology - User base increases year after year and is gaining market share on current leader Dropbox	- People are generally scared of anything "cloud" - Leading competitor has over half of market share and is well established - Google reputation tarnished by its ad-targeting/tracking through Google Search, Gmail and other products - Public has worry over data privacy stigma