SWOT Analysis

In each of the below categories, list out the strengths, weaknesses, opportunities and threats you see for your application:

(Example of a threat would be competition from similar applications BUT your strength would be how your application is different or better than the competition.)

LIST A MINIMUM OF 3 ITEMS IN EACH CATEGORY
 (This is based on research you have completed for your application.)

S
Strengths

Cool way to see what eating options are closeby to your current location/a location you set.
Randomly gives the user a choice if they are indecisive.
Allows for the discovery of new favorite restaurants in your city.

W
Weakness

Requires user input based on location.
Potentially being overwhelmed by choices before learning how to use the app.
Users actually going to the restaurant selected.

O
Opportunities

Discovery of local restaurants and bolstering those smaller businesses.
Opportunity to break away from the same old haunts.
Exploring your city via food!

T
Threats

There are a handful of other restaurant randomizers out there. none of them do all that the Dinner Spinner is designed to do, however.
Potential users using Yelp or other food sorting apps instead.
Potential users not having a smart phone.