

Cloud storage and organization market Project competitive Analysis:

Competitors:

Google Drive, Dropbox, Box, Evernote, Pinterest.

SWOT analysis for Google Drive, Evernote and Pinterest:

Google Drive is easy to use and has many of the features the client was looking for (document creation, social sharing, file organization), but doesn't showcase images in an appealing way.

Evernote has a clean design and is useful for organizing web links, but it's UI can be overwhelming at times.

Pinterest showcases images brilliantly. It is visual driven, but isn't a productivity powerhouse like Google Drive.

	Google Drive	Evernote	Pinterest
Strengths	<ul style="list-style-type: none">• UX is very straight forward.• Easy to create new folders and docs.• Strong collaboration tools.• Free for first 15GB.• Well suited for businesses.	<ul style="list-style-type: none">• UI is clean and fluid.• Lot of functionality like adding tags, star items, creating new notebooks.• Strong note taking functionality.• Easy to organized content from the web.	<ul style="list-style-type: none">• Show the users content according to their actions.• User can save all type content across the web.• Interactions with other users of the platform
Weaknesses	<ul style="list-style-type: none">• Its not images driven. Not for storing photos.• It requires internet connection.• Has offline editing feature but needs	<ul style="list-style-type: none">• Interface is overwhelming, it is not straightforward like google drive.• First time users can get confused because of lot of	<ul style="list-style-type: none">• Interface is all content driven.• You see the same content with different pictures makes it boring for user after a while.

	planning ahead of time that could be a problem for some users.	features that are offered. • Needs little time to learn the interface.	• Loss of value of the content over time.
Opportunities	• Adding more features to make images more compatible with other platforms. • Making it more easier to organized in more visual way.	• Needs UI more straightforward.	• Making it more less image/content focused. • Having more ability to organize the content. • Making it more real.
Threats	• Saving content from the web. Pinterest and evernote are big competitors.	• Google is big threat because user can use docs to take notes too.	• Not able to take notes, evernote is big competitor.

Flow Chart Links:

Onboaeding process:

<https://drive.google.com/file/d/1Eg1FroTnwtXR3gqMDkvDE1g2nliSsyJm/view?usp=sharing>

Saving Items:

<https://drive.google.com/file/d/1QDbSIDQrUqiwZOE0i7pXgUPkwV65eDoG/view?usp=sharing>

Organizing items:

[https://drive.google.com/file/d/1AKnSb0FsvnkbTXOOJOeo2ON4gTQjATQA/view?
usp=sharing](https://drive.google.com/file/d/1AKnSb0FsvnkbTXOOJOeo2ON4gTQjATQA/view?usp=sharing)