Blocbox SWOT Analysis

Evernote

Positive		Negative
Positive		**Negative**
Internal	Strengths	Weaknesses
	-Basic plan is free and comes with 60 MB of new uploads per month. -Clip web pages, images, PDF files. -Use on phone/computer and sync across devices. -Hand writing in images. -Search for text inside images and within attachments. -Find notes in Google search results. -Share notes with friends and colleagues. -Lock the mobile app with a passcode. -Annotate PDFs. -Use Rich-text notes, including highlighting, checklists, formatting. -Attach files to notes: word, sheets, presentations, images, PDFs. -Message collaborators with "work chat" -Integrate with third-party apps and hardware devices. -Add to-do lists and reminders to notes with service's alarm clock icon. -Use presentation mode to turn notes into presentations. -Add voice/audio notes that can be tagged and become searchable. -Access notes offline. -Tag notes with ability to merge notes, or select multiple notes and change their combined tags. -Forward emails into Evernote. -Scan and digitize business cards.	-Limited to only syncing across two devices unless you have a paying account. -No simultaneous note-editing collaboration. -No ability to add video recordings to notes. -No ability to create tables, sheets right in the notes. -No integration with Microsoft Office other than being able to attach files to notes. -Limited storage space: The basic free plan has a monthly upload allowance of 60MB. -The basic free plan is limited to the types of files that can be uploaded. -The basic free plan cannot search within PDFs. -Too many features/too complex for simple note taking and somewhat cluttered. -Not secure/protected.

Blocbox SWOT Analysis

External	Opportunities	Threats
	-Target markets that require real-time collaboration. -Atract with better storage space offerings both for free and paid plans. -Make it easy to signup by offering 30 day free trial for all accounts. -Utilize Dashboard view for better organization with easy way to add folders, groups, boxes.	-Businesses need the ability to scan and save bills, receipts, and business cards. -Customers want to sync notes across devices, but Blocbox is a Web application only. -Especially students like to add voice/audio notes. -Customers need offline access to notes. -Customers need advanced search features/tagging to find what they are looking for easily. -Customers want to take advantage of integration with 3rd party apps and hardware devices.

Blocbox SWOT Analysis

Apple Notes

	Positive	Negative
Internal	**Strengths**	**Weaknesses**
	-Completely free to use and it doesn't require or consume iCloud storage space. -Clean, simple interface. -Print, copy, lock notes. -Send notes to text message, messenger, mail, social media and third party apps. -Ability to add attachments to notes. -Send files to notes from any app on Mac or iOS. -Create multiple folders, and assign content from various apps within a share sheet on Mac or iOS. -Select multiple notes and move or trash. -Recently Deleted folder which stores deleted notes for 30 days. -Easy to find content with the option of dividing content by photos and videos, sketches, maps, websites, audio, and documents. -Use rich text formatting, make a checklist, take photo or video and access library from notes -Share a note directly to Reminders, and create an "Apple Notes" list within the Reminders app. -Ability to draw and jot down handwritten notes. -No device limit. -Access notes offline. -Use Siri to create, search, and add things to your notes using voice commands.	-No web clipper, which takes whole webpages (or small sections of them) and saves them (HTML, images and all.) -No tags so no way of grouping notes together by tag across various folders and can't search for tags. -No customizable interface. -No ability to save a list of favorite notes or notebooks. -No way to add a voice notes (can use iPhone's voice recorder, then share it to Notes). -No document scanner. -No reliable feature for exporting all notes (can only export notes one by one, to PDF format. -Not secure/protected.

Blocbox SWOT Analysis

External	Opportunities	Threats
	-Offer web-clipper on all accounts. -Allow users to customize Dashboard view with add-on options. -Make searching and finding content easy.	-Customers want to send notes to text message, messenger, mail, social media and third party apps. -Customers want to use pen and paper like simple tools to take notes. -Customers want to sync notes across devices, but Blocbox is a Web application only.

Blocbox SWOT Analysis

Pinterest

	Positive	Negative
Internal	**Strengths**	**Weaknesses**
	-Create boards based on interest. -Follow others boards and pins. -Eye catching imaging. -Offers unique products and where they are available. -Easy and simple to use with visual grid layout. -Use search field to search and "pin it" button to pin an item on any website. -Use more option to view similar items. -Same feature available to all users (whether it is a brand or a person) -Go back to the original website to learn more about the item that is pinned. -Items keep appearing in a never-ending manner as scroll down a page. -Product image pins and repins drive sales.	-Considered a site for women, whereas other sites are more popular with both genders. -Filled with spam, which may be deceiving or tough to filter through. -No paid advertisements. -Debate whether photos taken from websites are compliant legal rights of the original owner of that photo. -Targets visual based business so hard to find content to pin.

Blocbox SWOT Analysis

External	Opportunities	Threats
	-Target both genders and especially males. -Investigate adding paid advertisement. -Target features that give importance to saving both images and content.	-Customers want a personal and an interactive tool. -Market offers the same experience for all tiers-free or paying. -Customers like tools that have community feel (i.e.; being able to follow others with same interests.)