EVERNOTE

"REMEMBER EVERYTHING"

Positioning
Evernote has been positioned as a way to collect, nurture and share ideas across desktop and mobile platforms. It has been positioned as a means to have our thoughts always with us, always accessible and always in sync.

Primary Audience
The primary audience of Evernote are business professionals who want to make sure that all their files and folders are always accessible to them.

Differentiators
Evernote has become very successful by employing its freemium strategy: downloading its application is free. The funnel conversion is Evernote's competitive advantage. This makes the users get used to the application and then convert free customers to premium.

STRENGTHS	WEAKNESSES
Lets you put related information in the form of notebooks, Lets you scan and put business cards at one location	Difficult to search through existing document
High conversion funnel rate	No reminders can be set
Cross platform	Free version has less storage
Easy to navigate	Expensive
Web clipping	

OPPORTUNITIES	THREATS
Brand known widely.	Copy cat products are rampant in the market
Has been associated with varous associated products like Moleskin Products	The design of Evernote is difficult to follow

Google Keep

"Save your thoughts, wherever you are"

Positioning
Google keep is positioned as an app whih makes lists "when and where you need it." It can be used set a location based reminder for your "groceries" as soon as you reach the grocery shop.

Primary Audience
The primary audience for Keep are people who have a google account.

Differentiators
Google keep can interact with many of the google products like maps and gmail and give a perfect, streamlined experience to the user who doesnt want to keep on looking for the grocery list she prepared before visiting the store.

STRENGTHS	WEAKNESSES
Uses google account, so it is easy to sign up. Can access various google apps like calendar and maps, and provide relevant information at all times. The notes can be dictated using audio.	There is no way to print notes in Google Keep. It is terrible for storing website links. Keep does not import pictures from the web It does not let the user organize their thoughts into different folders.
OPPORTUNITIES	THREATS
Keep has a very simple user interface as compared to other website which offers to do too many things.	Keep is simply a notepad and is limited because of that. It does not have that many features.

Things

Positioning
Things has been positioned as a delightful and easy to use task manager. The aesthetic and usablity are pleasing and enjoyabe with very simple and clean layouts

Primary Audience
Their primary audience for Things are professionals who want to organize their daily activities. The tone is formal which does complement the sophistication of the application.

Differentiators
Things 2.0 excels at managing to-do lists. It offers just enough methods to group and categorize your tasks without becoming needlessly complicated. As list managers go it isn't cheap, but its organizational prowess makes it a good investment for anyone with a lot to do.

STRENGTHS	WEAKNESSES
Simple interface Things syncs instantaneously via its own cloud service across multiple devices. Things has a very good tagging system and can even create sub tags. This makes organizing information very easy and systematic. Siri and Things2 work very well together	Things 2 is only designed for iOS products and is not designed for other operating systems. There is no way to attach photos and files to an item. Things 2 offers a free trial but then requires money to conginue using the
OPPORTUNITIES	**THREATS**
The deskstop app is very feature rich. For instance, we can simply enter a task before forgetting, after using a keyboard shortcut, provided Things is running in the background.	Inconsistent experience across platforms Lack of communication between Cultured Code and their customers.