

Google Drive

Overview:

Tagline: A safe place for all your files

Launched: April 24, 2012

POSITION: Google drive saves documents, creates word and spreadsheet documents, powerpoints, forms, can share documents and collaborate in real time. They offer 15GB free. You can store any kind of file that you would like either by creating or uploading files and folders. You can share your content or keep it private if wanted. You can control other peoples permissions to view only, comment or be able to edit. It's also easily searchable.

PRIMARY AUDIENCE: Younger markets. I would think the ages 15 to 50. Students, businesses, individuals. Anyone who is needing to save content and budget conscious. It's very inexpensive for businesses and for individuals its free for the first 15GB.

DIFFERENTIATES: Google drive offers a way to save content, organize and be able to create the content as well all online. Its collaborative feature also makes it hard to compete against. Many people already use a Google product, and so it is easy to start using their other products.

SWOT

	Positive	Negative
I N T E R N A L	<u>Strengths</u> <ul style="list-style-type: none">• There are a lot of features available• There features are so highly developed it's hard to find similar software that can do it all• Users can access their files anywhere	<u>Weaknesses</u> <ul style="list-style-type: none">• Files can be slow if they are large and accessing online• Security and privacy is always a concern when all of your files are online• There's a lot of features that can be difficult to manage all of them• Users mostly have to have an internet connection to access their files anywhere
E X T E R N A L	<u>Opportunities</u> <ul style="list-style-type: none">• Schools are teaching students by using chrome books they can use this to help younger generations have a stronghold for continual users• Google has so many different segments that users are able to combine their devices and storage more easily	<u>Threats</u> <ul style="list-style-type: none">• Older generations have trouble accessing files• Microsoft office has a strong hold on many businesses still• Because they are so big and common, other businesses can more easily copy

Pinterest

Overview:

Tagline: When it comes to a great idea, you know it when you see it

Launched: January 2010

POSITION: Pinterest gives the ability to users to save bookmarks visually. You can save pictures that are available on the link, add a description, and save it. Users are able to organize their content by the categories that they choose, and they are able to make it private or public. They can also share these categories with other users, and be able to share these links with others as well.

PRIMARY AUDIENCE: Majority is younger women. People who want to save product ideas, or who want to save links for later.

DIFFERENTIATES: Pinterest is a visual place. Their pins allow for users to view their content visually. They are basically a visual discovery engine.

SWOT

	Positive	Negative
I N T E R N A L	<u>Strengths</u> <ul style="list-style-type: none">• Visually they look great• They are easy to use• Their suggestions are generally relevant to the current pins being viewed	<u>Weaknesses</u> <ul style="list-style-type: none">• They are still growing rapidly and this can create insecurities in the software• Pictures are larger than text and that can slow down the site• There is so much content that it can be slow to autoload• Pictures are different sizes and can be hard to resize
E X T E R N A L	<u>Opportunities</u> <ul style="list-style-type: none">• They own the market on visual bookmarking• They originally started out as invite only, and because of this they seemed like a high-end product	<u>Threats</u> <ul style="list-style-type: none">• There is room for competition• There are still some obvious problems as to loading and competition can jump on the market to beat this problem more easily

Booktype

Overview:

Tagline: Everything a book can be

Launched: Feb 2012

POSITION: Booktype is software made to publish books. Users are able to write books, collaborate with editors and their publishing team, upload content to be included in their books, and export the books in multiple file types.

PRIMARY AUDIENCE: Anyone who is wanting to write a book and publish. Their main users are publishers.

DIFFERENTIATES: Booktype has a more specific market compared to Google Drive, or Microsoft Office. Their software has everything that a publisher or author would need to create a book.

SWOT

	Positive	Negative
I N T E R N A L	<u>Strengths</u> <ul style="list-style-type: none">• Their software is open sourced• The software has features that are specific to editors and authors that are helpful such as being able to export the books into multiple file types and tracking changes• Publishing books go faster with this software• Can host yourself or pay for hosting	<u>Weaknesses</u> <ul style="list-style-type: none">• Visually the software is not very appealing as in it looks older• Although the software is a nice thought, it's hard to follow. It's not extremely user-friendly• It doesn't look like you can organize your content very easily
E X T E R N A L	<u>Opportunities</u> <ul style="list-style-type: none">• Schools, libraries may be more likely to use them because of their open sourced software• They have a niche market• Larger companies won't pay them as much attention since they are small	<u>Threats</u> <ul style="list-style-type: none">• There are larger companies like Google and Microsoft that could easily fit the users need and more• Because they are competing against large companies they will have to work harder to overcome marketing challenges

Summary

Both Pinterest and Google Drive are visually appealing. They are easy to navigate, and there is very little guesswork for the user. I wanted to compare to another cloud site that wasn't as well known and quite a bit smaller. I chose BookType because it's similar to Google Drive in the way that you can create new content and collaborate. However, their site wasn't as easy to navigate. I had to guess quite a bit on where to go, and I even had to google where to go to login. They also looked quite a bit older which I think will turn away a lot of users. If a site looks old, it can often be mistaken for broken. Although they have these issues, I think they have a great thing going for them because they have such a specific market. Google and Pinterest's target audience are broader, and so I think it can be hard to attract new users.

If you were to combine the best features of these sites, I think a really great product could be born. To create a new product I think you could use these features: Pinterest's visual organization, Google's easy navigation, a visually appealing site, and a wide variety of features while targeting a more specific market as BookType does.