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*SWAT Analysis Findings*

After conducting a competitive analysis of Kickstater, Indiegogo, and Patreon, I have determined off of my observations that the Patreon website has the most strengths and positive qualities in their user design. One clear strength and opportunity of Patreon that differentiates itself from the other competitors is that it offers investment, sale, and purchase of real-time services as opposed to the other competitors who offer investment and purchase into products and mostly future projects and products that are yet to exist. Another strength of Patreon is that it summarizes and outlines how to use the product and what the website is for throughout the homepage clearly for the user; weaknesses of Indiegogo and Kickstarter is that to get detailed information a user has to sign up for an account which could serve as a deterrent to use services. A weakness of Patreon and Indiegogo is that they do not clearly state upfront the positive results of using the product whereas Kickstarter loudly states the number of projects that have received funding on their website and the number of people who have benefitted from their products. In terms of color, Patreon and Indiegogo have compelling designs whereas Kickstarter’s homepage has a lot of white space which makes it look like just another website. Overall, each competitor has qualities that make their product stand out in a positive or negative manner.

In terms of introducing a new product/website similar to the three analyzed, I think one opportunity in the marketplace is having a website that has an interactive, directional interface that lets the user fill in all of your information about their project without signing up for an account. The website could also have an interface where one can click what type of project they have and receive all the details about services available to their project along with a detailed explanation of the process, without having to create an account. Additionally, I believe introducing a new product that has a website that clearly has testimonies, even video content, of people talking about how they positively benefited from using the product along with evidence based statistics on the success of the product (visualized in a more interactive and louder manner than Kickstarter) would stand out in the marketplace as being a product that combines qualitative and quantitative evidence of success.

*SWAT Analysis Notes*

Indiegogo and Patreon: positive: both have colorful designs

Indiegogo: Positive: have a what we do button on top which helps the user if they’re overwhelmed by graphics, they have an active marketplace so you can buy products that have already been invested in. that does stand out and may provide more opportunity for people who want investment if they have a place for it

Kickstarter: Negative: The design of website is interesting, but it looks like more of a magazine layout of the website, and there are a lot of music depictions so it looks as if they only advertise for. They’re good with presenting data/evidence to back up their claims. 2) Negative: there’s a lot of white space on the home page 3) External, threat: Could be a threat for other companies that they list that they have so many successful projects because they clearly state how many of their projects have been funded, how many people have used the website, and how many investors there have been.

Indiegogo: Positive: It is unique that the user can both choose to sell and buy off of a marketplace for products that received funding at Indiegogo

Kickstarter and Indiegogo: Negative: you have to log in to really understand the process of how it works which may be off putting for some users, whereas Patreon gives a summary of the process on their website

Patreon: Positive/Strength: They have the most clear messaging about what they do for the user. It is a strength that they are for users who want to advertise their services, and not projects. They are more upfront about fees and about Patreon what it can do for the user (keeps 90 percent, etc.). Another strength it acts as a marketplace and investment.