After preforming a competitive analysis of the crowdfunding platforms Kickstarter, Indiegogo, and Patreon, one can see the external and internal factors that determine each competitor’s weaknesses and strengths in the market place.

Kickstarter has several strengths one can notice when observing their website. One of the strengths that Kickstarter has is that it’s site is responsive, since it can be viewed on smaller devices such as tablets and cellular devices while still keeping the design intact. Another strength that Kickstarter has is that it has an intuitive navigation structure that allows you to explore its site. Kickstarter also uses effective messaging on their site to communicate their purpose and to outline options for the users who visit their site.

Although Kickstarter has several strengths, this competitor also has a few weaknesses that one can see when looking internally at their website. One weakness that Kickstarter exhibits is that it has hidden calls-to-action. There other crowdfunding websites offered the option to sign up at the top of their home page, however Kickstarter offers those options further down and the options are slightly hidden under sections of text. Another weakness of Kickstarter is that their website feels overwhelming due to their design of the images and text on the page.

Another crowdfunding platform that I competitively analyzed was Indiegogo. Indiegogo has several internal strengths that one can admire about their website. One of the strengths that this competitor exhibits is a responsive website that can be viewed on smaller devices. This website also promotes an obvious call-to-action at the top of it home page, asking users to sign-up. Indiegogo also has intuitive navigation by providing a navigation bar at the top of their website that allows the user to easily navigate through their site. Another strength that this website demonstrates is it neat and easy to look at design. This website uses space between different design features in order to make sure their design doesn’t look bloated and confusing. This website also has effective messaging and relative content. Indiegogo provides effective messaging by providing brief descriptions of each of its sections such as its market, funding, and exploration of the products that are being newly developed.

Although Indiegogo has several strengths to their website, there is one weakness this site exhibits. The weakness that can be observed when looking at Indiegogo is the structure of their information on their home page. The section the includes innovation is here, the earliest access and marketplace guarantee should be moved to the top near the sign up so that users can read the description behind the options the site provides.

The last crowdfunding platform that I competitively analyzed was Patreon. Patreon has several strengths that are portrayed through its website. One strength that can be observed when looking at Patreon is that it has an obvious call-to-action at the top of its home page asking creators to start their page and to learn more about Patreon. Another strength that this competitor has to offer is a responsive design that adapts to different device sizes used by the user. This website also has intuitive navigation by providing a navigation bar at the top of the website that allows users to navigate through their site. Another strength that Patreon offers is its effective messaging and relative content. The last strength that can be observed by this competitor is their design. The design on this website makes the information easy to read by using contrast between the background and the font color. The font and font size are also easy on the eye making it easier to keep the users interest and the text used is short and to the point making it easy for the user to understand the content. This website also demonstrated some interesting features by linking a video to the button labeled ‘What is Patreon?’ They also had a background section at the top of their page that had a slideshow showcasing different professions that creators could peruse on Patreon’s website.

Overall, by observing these three crowdfunding competitors by analyzing their strengths and weakness one can gather the opportunities and threats one might have when entering this market.