

SWOT Analysis

In each of the below categories, list out the strengths, weaknesses, opportunities and threats you see for your application:

(Example of a threat would be competition from similar applications BUT your strength would be how your application is different or better than the competition.)

LIST A MINIMUM OF 3 ITEMS IN EACH CATEGORY

(This is based on research you have completed for your application.)

S

Strengths

- All message will be encrypted
- Users are not afraid that other users know who they are
- Auto delete messages in period of time
- Simple functions, easy to use

W

Weakness

- No user privileges
- No password protected
- Cannot process payments

O

Opportunities

- Open wide range of users
- Anyone can access to the webapp
- Chance to sell products through gift shop

T

Threats

- User info get stolen due to no password protect
- No content controls
- Server overload with rapidly message