Strengths:
What do you do well?
What advantages does your app have?
What problem does your app solve?
What do your users like about your app?
What does your app do better than anyone else?
What are some unique resources you can tap into?
What do you define as a conversion?

Weaknesses:
What could you work on?
What improvements could be made to your app?
What is currently hurting your app?
What do your users dislike about your app?
What characteristics of your app negatively impact your conversions?

Opportunities:
What can you use to your advantage?
What technologies can you implement to bring value to your app?
What are some of your competitors’ weaknesses?
What opportunities will arise as you scale?
What will your app look like in 5-10 years?

Threats:
What is potentially working against you?
What are some challenges you’re facing right now? What about in 5-10 years?
How are you doing against your competitors?
How are your competitors overcoming challenges?
How is your app ready to scale?