

INTERNAL

S

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?

W

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?

EXTERNAL

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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?

T

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?