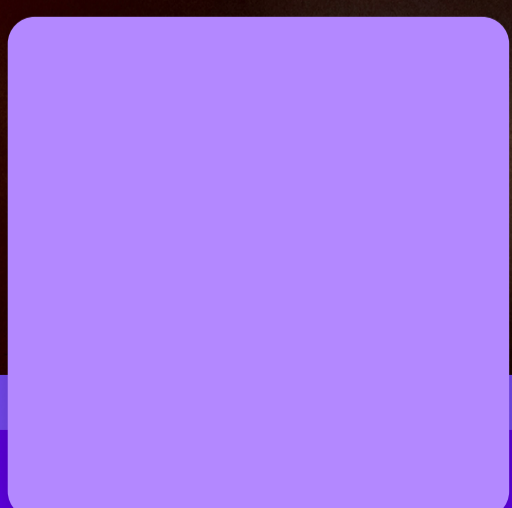
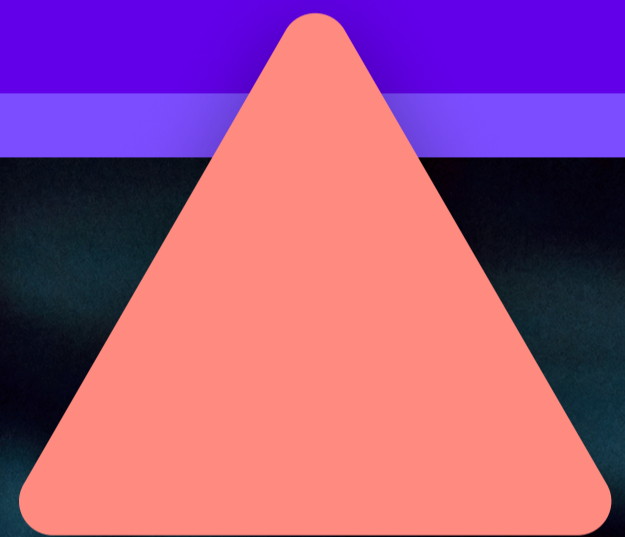
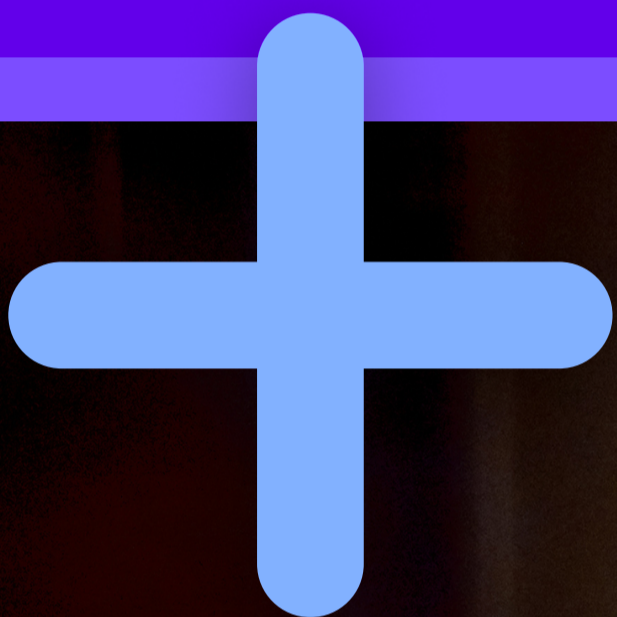


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App SWOT analysis template



Please follow these steps to conduct your App SWOT Analysis successfully.



Step 1 - Define your objectives

Make sure you define the purpose of your App SWOT Analysis. You can't draw any conclusions or implement a strategy without a clear objective.



Step 2 - Gather your experts

Form a team of experts with relevant knowledge. Include members from different departments with varied levels of experience.



Step 3 - Fill out your SWOT matrix

Populate the SWOT analysis template below with relevant strengths, weaknesses, opportunities and threats.



Step 4 - Prioritise and analyse.

Analyse the impact of each factor on your objective and prioritise them in the likelihood of occurring.



Step 5 - Enact your findings

Develop actionable strategies that leverage strengths and opportunities and mitigate weaknesses and threats.

3 things to remember during (and after) your app SWOT analysis

- ✓ **Be honest** while acknowledging your weaknesses and threats
- ✓ **Ensure all points are specific** and supported with examples
- ✓ **Revisit** your SWOT analysis periodically



In the table on the following page, there are some example questions to kickstart your discussion with your team. Make sure you discuss each section comprehensively.

App SWOT Analysis Template

Example Questions	Strengths (Internal advantages that help your app excel)	Weaknesses (Internal limitations that need improvement)	Example Questions
What unique app features and functionalities do your users like the most?			Is your app infested with recurring bugs or technical issues that must be fixed?
What technical expertise and skills does your development team possess?			What's your app's retention rate, churn rate and what factors contribute to that churn?
What sets you apart from your competition?			Are there any limitations to your app's scalability?
What positive feedback have users given about your app's performance and user experience?			What features does your app lack that hinder user engagement?
Are there any integrations that contribute to your app's success?			Do you have enough funds to bring in new features and functionalities?
Example Questions	Opportunities (External factors that can be fruitful)	Threats (External factors that pose challenges)	Example Questions
Are there new target markets or demographics that can benefit from your app?			What are the security and privacy risks associated with your app's data?
Are there emerging trends or technologies that your app can leverage?			What strategies are your competitors using to pose you a threat?
Are there new potential partnerships or integrations to benefit your app?			Are there industry specific factors that could impact your revenue?
Can your app meet user needs that competitors are currently failing to?			Is your app updated with the latest technology available?
Are there new ways to add app monetization options?			Are there any regulatory or legal requirements that could affect your app?