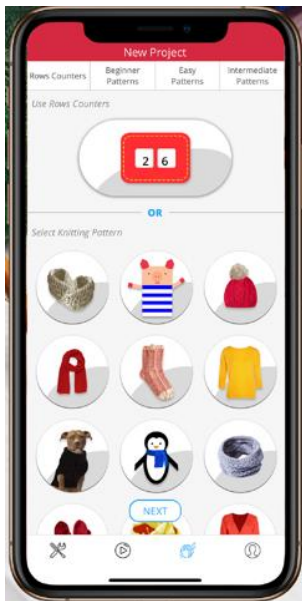


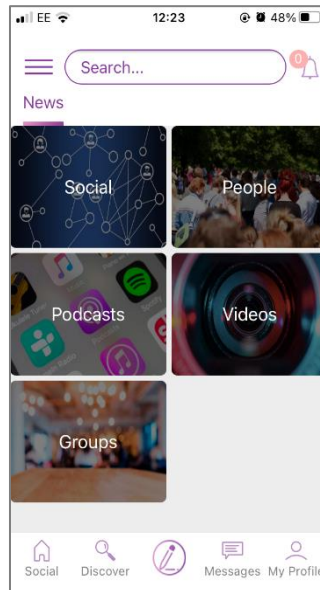
SWOT ANALYSIS

*Knitting Genius*¹, *The Knitting App*² and *LoveKnitting*³

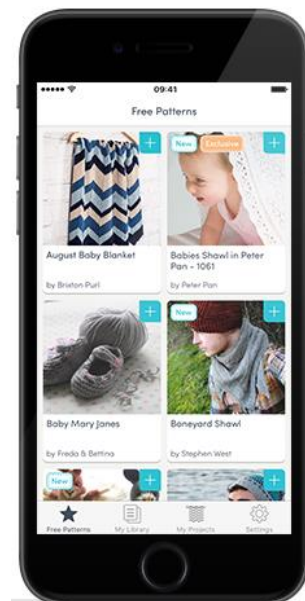
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Strengths

- *The Knitting App* is a social app, allowing users to share personal projects, interact with posts and message other users
- *Knitting Genius* has a video library of step-by-step knitting tutorials
- *LoveKnitting* allows users to contribute their own patterns to the app's pattern library

Opportunities

- To design a fresh, sophisticated and uncluttered interface
- To allow users the freedom to contribute their own patterns to the app's pattern library
- To merge the personal, educational and social into one platform

Weaknesses

- *The Knitting App* has poor UX and UI, with unnecessary elements and an inconsistent and clunky interface
- *The Knitting App* arguably tries to do too much, and its general flow and navigation isn't clear
- *LoveKnitting* doesn't provide feedback once the user saves a pattern, the save button just disappears
- *Knitting Genius* is limited in that it has very few patterns available, meaning the app would be redundant to users who don't like the patterns or who have completed all of them
- *LoveKnitting* and *Knitting Genius* offer no search or filter options

- *LoveKnitting* and *Knitting Genius* have no social features (e.g. no profile to showcase projects)

Threats

LoveKnitting is a larger ecommerce business, with additional features (personal and social) on their website