

## EVITE

### Strength

- Well designed landing page.
- Virtual and face to face events.
- Consist video chat platform for virtual events.
- Free and premium cards.
- Easy access to host's Amazon wish list for buying proper gifts.
- Sending instant gifts to the host.

### Weakness

- Lack of functionality and flexibility on user journey.
- Different features on website and mobile application.
- Video chat platform of the app works improperly.
- Lack of functionality on RSVP.
- Lack of customized card options on free version.
- Simple and useless designed cards on free version.

### Opportunity

- Increase in using video chat platforms due to Covid-19 pandemic.
- Increase in being responsive about environmental issues.
- Adaptation of new technology.
- Economical issues as the card amount increases.

### Threat

- Applications with better functionality and flexibility.
- Bad first experience with video chat platform.
- Competitors have better user engagement values.

## PAPERLESS

- Easy access to free cards.
- Variety in categories themes.
- Affordable price.
- Pay based on how many design items users used.

- Slow functionality and performance.
- Weak navigation and design pallet.
- Limitation way for sending cards just through email and text message.
- Not clear on social media what the app is doing.

- Focus on reducing the use of papers.
- Increase demand in using online invitation apps.

- Changing in the user expectations and attitudes over time.
- Updating new trends in design by competitors
- Number of online cards competitors is growing
- Some online invitations platforms are viewed for free.