

		ASANA	BASECAMP	FLOW
Competitor Profile	Overview	It helps users to manage projects online via cross platforms without the use of email	it focuses on making project management tool as easy, simple and effective as possible	it works as a team task manager and facilitates to delegate tasks, prioritize to-do lists, and make sure nothing gets missed
	Competitive Advantage	teams of up to 15 are free of charge. intuitive and delightful layout	The low barrier to entry makes it easy for new users and it doesn't charge per user	clean design and mac-like user experience
Marketing Profile	Target Market	freelancer to enterprises	freelancer to enterprises	freelancer to enterprises
	Marketing Strategies	their blog mainly focs on tips of asana and workstyle. They have twitter and facebook followers 101k and 150k respectively. Their website ranks at 670.	their blog style is more about their personal towards life, work, design, ect. They even have a broadcast talking about longevity in business which may attract audience especially from startups. They are active on twitter and facebook, followed by 115k and 5.5k respectively. their website ranks at 996	most articles on their blog are updates and improvements of its application. They are occasionally active on twitter and facebook, followed by 3.7k and 3k respectively. thier website ranks at 57189
core business	Products	project management app	project management app with clients or without clients	project managment app
	Pricing and Costs	free for teams of up to 15 persons and \$8.33/person/month	\$29/month, \$79/month wih clients. Enterprise princing starts from \$3000/year.	up to 3 persons, \$19/month. 4 - 10 persons, \$59/month. 11 - 20 persons, \$129/month. 21 - 30 persons, \$229/month. 31 - 50 persons, \$399/month. 51 - ? Persons, contact them.
SWOT	Strengths	delightful layout and automation design, free for teams under 15 people. It is great for multi projects manement	free for the first project, clear information seperation when working with client, live classes as a part of client support, can be linked to google doc directly, can create differnet folder for files archived	mac-like experience. can create a chat or chatroom with any picked member, kanban style overview for tasks of a projects is clear and tidy, its great for a project with different sections
	Weakness	No private communication functions between any two persons. Lack of information on dashboard, no project overview	the layout looks not professional, more for small busineses or startups. Lack of overview of projects. Too much information conjest on the first page.	cannot access to all files/docs in one place, search feature is limited to names and tags.
	Opportunites	improve their communication feature. Add overview for project. Add report to projects	add overview to projects	add file/doc storage feature, improve search feature that users can find any information in a project
	Threaths	competitors provides similar service wih much lower price for big teams.	some big enterprices may think basecamp infomal layout doesnot go with their enterprices' image.	piring stratgy is a bit unfair if for example a team with 30 people needs to add one more person, they have to pay \$170 for that. Teams like this may choose some other service
UX/UI	Usability	very easy to use	easy to use , but based on users' understanding of those features in informal language	easy to use
	Layout	colorful and delightful	first page of a project is a bit congested, for the page of each feature, its simple and plain	tidy and clean
	Navigation Structure	side bar and top bar display all the features that users can get access to whenever they are on a talk, a task, etc..	the first page of a project is a preview for information of all the features. It kind of does not user to multitask, e.g. users are not able to assign a task to anohter pepople when talking to someone, they have to jump out of the talking and go to tasks feature	Similar to asana, side bar and top bar contians most features, allows users multitask
	Compatibility	provides the similar experience on both app and web	provides the similar experience on both app and web	provides the similar experience on both app and web. They even have a separate app called flow chat to facilitate communication between members
	Calls to Action	sign up for free	get started for free	sign up with goole or sign up with email
content	Content	very easy to understand and formal language	have to read their explaints on some specific features, but it just takes sereval mintues	very easy to understand and formal language
	Labels & Links	very intuitive	very intuitive	very intuitive
	Content Relevance	relevant	relevant	relevant
	Brand Voice	formal language	informal language but delightful	formal language
design	Aesthetic	sleek and very catchy by contrast of deep blue background of side bar and vivid colors for name tags	friendly and realking with a mascot	mac-like, simple
performance	Site Performances	fast and stable	fast and stable	fast and stable
	Site Optimization	very well optimized	well optimized, can find everything from search except member names	not optimized well. Search is limited to name and tags, cannot recognize task name, task content