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Strengths

- Scrolling, swiping and certain buttons are well know because of long term smart phone usage.

- ESPN has a well reconized brand.

- Certain actions and layouts already exist.

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Weaknesses

- A lot of information to navigate.

- Touchscreen on phone gives us less room to work.

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Opportunities

- People are continuing to look for easier access to more information.

- Most of the app is already familiar.

- Multitasking is much more accessable.

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Threats

- People are getting their info from social media.

- Other networks let you stream sports.