

Zoom - Video chatting Platform

Strengths (S)	Weaknesses (W)	Opportunities (O)	Threats (T)
<ul style="list-style-type: none"> • has been serving as the platform for online-school. It functions like a classroom • break-out rooms feature • chat feature for whole group convos and one-person convos • requiring a meeting code 	<ul style="list-style-type: none"> • allows certain features depending on membership status. • limited reaction buttons. Does not provide buttons for more specific reactions • movement of user frames when speaking. Order gets changed. No consistency 	<ul style="list-style-type: none"> • emerging need for this type of product due to COVID-19. • platform being used specifically for online schooling. 	<ul style="list-style-type: none"> • Competitors (other video-chatting platforms) • Target audience (audience right now is only students & teachers)