

Strengths

- Has all necessary tools and options for both students and teachers.
- Widely used and known in professional learning environments.
- Has the ability to hold a lot of useful information for students/teachers.
- Platform is very necessary, especially with ongoing COVID-19 pandemic.

Weaknesses

- Does not display information in a visually appealing way.
- Hard to navigate website/app.
- Other competitors have apps/websites that are much more user-friendly.
- App/website is very boring and dull - people are not inclined to use it.

Opportunities

- Can expand platform to younger students/parents who want to view their children's grades.
- COVID-19 makes online platforms like Blackboard much more necessary and useful.
- Get larger/well known colleges to promote the platform.

Threats

- Canvas is already starting to replace Blackboard.
- Similar platforms have already dominated the middle/high school atmosphere (i.e. Pupilpath).
- People have already grown to like other platforms, might be hard to regain old users.