	Strengths 💪	Weaknesses 👷	Opportunities ❤️	Threats 🫢	Learnings 🤞
	Identify what your competitor does exceptionally well. Where they outperform others: brand reputation, unique product features, or customer loyalty.	Pinpoint areas where the competitor is underperforming. Poor customer service, product limitations, lack of innovation, or operational inefficiencies. These are areas that you could exploit.	Identify external factors that the competitor could leverage for growth but hasn't fully capitalized on yet. Market trends, emerging technologies, regulatory changes, or unmet customer needs. These could be areas where they might grow, or gaps you can fill before they do.	Recognize external risks that could undermine the competitor's success. Competitive pressures, market shifts, regulatory changes, or negative trends in their industry. These are potential pitfalls they may face, which could also impact you.	Per competitor, this is the main point you've highlighted. Especially take note as if they're a **Threat** or an **Opportunity**, then if you mostly have **Strengths** or **Weaknesses** against them.
Wattpad	• Massive user-generated content base • Strong community & interaction tools • Dominates mobile-first reading for Gen Z	• Weak monetization tools for authors • No multimedia content support • Flat reading UI with little visual immersion	• Increasing creator demand for immersive storytelling • Wattpad's aging UI opens door for visual-first disruptors • WODEY can attract creators with direct revenue & control	• Wattpad's loyal community may resist switching • Possible future updates from Wattpad to match visual tools	Main areas for each: **S:** Community strength **W:** Monetization & immersion gaps **O:** Creator demand for visual-first tools **T:** Loyalty + platform evolution risk
Amazon Kindle	• Global distribution • E-commerce & subscription model (Kindle Unlimited) • Deep publishing infrastructure	• Old-school UI, not engaging • Lacks personalization or visual storytelling • Doesn't support dynamic, in-book monetization	• Readers craving more engaging ebook experiences • Independent authors seeking flexible publishing beyond Kindle formats • Position WODEY as the "creative alternative"	• Amazon's dominance and resources • Kindle exclusivity deals that lock authors in	Main areas for each: **S:** Infrastructure reach **W:** Poor UX for visual content **O:** Appeal to creative independents **T:** Market monopoly and lock-in strategies
Webtoon	• Highly engaging vertical storytelling • Popular with Gen Z and mobile users • Proven monetization with tipping + ads	• Comics-only format limits genre variety • Not optimized for prose, novels, or hybrid content	• Tap into visual readers who want more narrative depth • Offer an alternative for creators outside comic art	• Genre saturation • New vertical-first apps are emerging	Main areas for each: **S:** Engagement style **W:** Narrow format focus **O:** Serve hybrid writers **T:** Market saturation in mobile comics
Radish Fiction	• Episodic storytelling • Microtransaction model works for binge readers • Mobile-first with good UI	• Genre-limited (mostly romance) • Little control for authors over structure/design	• Capture authors frustrated with rigid models • Introduce episodic format + full creative control	• Genre fatigue • More apps entering episodic fiction	Main areas for each: **S:** Monetization method **W:** Creative constraints **O:** Blend flexibility with episodic features **T:** Content overload in episodic apps