

Felicia Jackson - October 16, 2018

## **Dropbox**



*Founders: Drew Houston | Arash Ferdowsi*

*Headquarters: San Francisco, CA*

*No. of employees: 1,858 (latest SEC filings)*

*Type of site: Cloud Storage, File hosting*

*Website: [www.dropbox.com](http://www.dropbox.com)*

*Launched: September, 2008*

*Users: 500 million registered users across 180 countries*

*Stats: Annual Revenue \$1.3B (Q2 2018)*

**Positioning:** Work better, Safer, Together. Unleashing the world's creative energy by designing a more enlightened way of working. "Keep work flowing - on the go". These are some of the positioning statements noticed that Dropbox is communicating to potential users when visiting their landing page.

**Primary Audience:** Dropbox's target audience is everyone, regardless of what their preferred platform might be, because it's not designed for any specific device and is web-based.

**Differentiators:** Their biggest competitive advantage is that their product works in such a seamless way the competition struggles to emulate their model. Simply download app to desktop and a Dropbox folder is installed onto your hard drive, then drag and drop files that can be shared across multiple devices.

## **INTERNAL**

### **Strengths:**

- ☐ Smart Sync
- ☐ Block-level file copying
- ☐ File sharing / collaboration across social media platforms
- ☐ Integrates with Office 365
- ☐ Anytime, anywhere access to files
- ☐ Two-factor authentication (2FA) feature
- ☐ Navigation is straightforward and easy to use
- ☐ Great file organization system

### **Weaknesses:**

- ☐ Low free storage only 2GB
- ☐ Plans are expensive
- ☐ Not zero knowledge security
- ☐ No 24/7 support
- ☐ Doesn't really have many third party integration offerings

## **EXTERNAL**

### **Opportunity:**

- ☐ Produce a product that is priced more competitively
- ☐ Incorporate a zero knowledge security feature
- ☐ Be more competitive with regard to free storage space
- ☐ Provide more customer support hours
- ☐ Incorporate more integration with third party apps

### **Threats:**

- ☐ Market is saturated with this type of service already
- ☐ Monthly fees are expensive
- ☐ Design can be copied

## **USER FLOWS**

[Draw.io Diagrams](#)