Competitor SWOT Analysis

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	\$ Price	Strengths	Weaknesses	Opportunities	Threats
GoodReads	Free	 Can do huge book "cohorts" huge database + user base 	 Small book clubs are not a main priority poor design progress could be visualized better 	Remote small book clubs can be a useful feature	Very established database and user base
StoryGraph	Free + Paid upgrade available	 useful data visualizations Collaborative community features Detailed Book Page 	 Difficult goodreads import Hard to ask friends to sign up - no link community feature lacking 	 Tags are nice - could be bigger or stand out more preference settings for book club group less clicks to get through flows and less scrolling 	Fable has outdone some features on this app such as the book club invite feature
Fable	Free	 modernized, simplified UI customizable 	 static, impersonal boring at times 	 low gamification low interactivity 	comprehensive features large design team
Bookclubs	Free + Paid upgrade available	 Seamless Onboarding Messaging within bookclubs Many use cases thought through Streamlined 	 Pay Wall for features Book summary page Ul clunky Too much marketing for paid features 	 free access streamlined login/sign up 	super easy to sign up and attach other accounts