Competitive Analysis

VIKI

Apple Keynote Competitive Analysis Matrix Sept-2024 Snapshot					
Metrics	**Keynote**	**PowerPoint (Direct)**	**Google Slides (Direct)**	**Beautiful AI (Direct)**	**Canva (In-Direct)**
URL	apple.com/keynote	microsoft.com/powerpoint	docs.google.com	beautiful.ai.com	www.canva.com
Login Credentials	N/A	MICA account	MICA account	MICA email	MICA account
Purpose	Professional presentation software designed for creating high quality, visually appealing presentations	Creating slideshows, widely used in education, business and creative fields	Cloud based presentation software allowing users to collaborate on any device	Automation of slide design, where AI suggests layouts, designs, and formatting based on the content input by the user.	Web-based graphic design tool that allows users to create content including presentations, social media graphics, posters, docs, etc.
Year Founded	2003	1987	2006	2017	2012 (AUS)
Funding Rounds	Funding supported by internal Apple development cycles	No traditional funding rounds, but is part of Microsoft's R&D cycle	Funding supported by internal Google development cycles	6 million in 2020	2021 raised 40 billion
Revenue Streams	Free on Mac, iPhone, and iPad Indirectly: helps drive hardware sales, and is part of iCloud subscriptions	Microsoft 360	Free to anyone with a Google account Starter - $6/user/month Standard - $12/user/month Plus - $18/user/month Enterprise - $ custom pricing Advertising through Google services	Free model with limited features Pro- 120year Team 40 per user per month	Free - basic tools, Pro 12.99 month, Enterprise (?), money from one-off purchases of premium assets
Monthly Traffic or Mobile App Downloads	Since it is free, it is hard to say how many people use Keynote - has a smaller base than Powerpoint, but has loyalists in design-heavy industries	Over 1 million companies worldwide, 1 million accounts in United States	6 million paying businesses - millions using free version	1 million users	125 million active monthly users worldwide, 15 billion designs created since launch
Primary Categories	File, Edit, Insert, Table, Organize, Format, Arrange, View, Window, Help	File, Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Record, Review, View, Help	File, Edit, View, Insert, Format, Slide, Arrange, Tools, Extension, Help	Layout, Elements, Add task, Add Milestone, Additional Tools	Design, Elements, Text, Brand, Uploads, Draw, Projects, Apps
Social Platforms	X, Facebook, Instagram	X, Facebook, Instagram		X, Facebook, Instagram	X, Facebook, Instagram
Content Types	Text, Image, Gif, Video	Text, Image, Gif, Video	Text, Image	Img, text	Text, images, video
Personalization Features	Templates, Animations and transitions, Media Integration, iCloud Integrations	Custom templates, slide designs, animation features, 3rd party add-ons	Custom themes and layouts, templates, third-party integrations, add-ons, collaboration features	AI powered layouts and slide design, custom themes, brand integration, templates	Custom templates, brand kit (Pro), AI suggestions, collaboration features, customizable workspaces (organize folders, projects)
Community or UGC Features	N/A	N/A	Community and paid extensions	N/A	Community can contribute to Apps
Region	Worldwide	Worldwide	Worldwide	Worldwide	Worldwide
Heuristic Evaluation	The good: • Nomenclature (slides, animations, transitions) intuitive to users • Minimalist interface using panels and icons allows for focus to be on slide creation • High flexibility in deleting slides, editing, copying, manipulating • Interface, keyboard shortcuts, design elements remain consistent across 'iWork' suite Not-so-good • Minimalist interface makes it hard to see features, esp nested panels • Advanced settings are hidden in menus • Error messages related to iCloud syncing are lacking	The good: • status of slides, tools available • Undo/redo, navigation and visibility of available tools Not-so-good: • Error status with collaboration or embedded media • Feature list is overwhelming, creating a cluttered and messy interface • Steep learning curves for advanced features • Difficulty in finding answers in documentation due to sheer volume of information	The good: • Clear status of autosaving or sync status • Common tools are presented to user • Interface is clean and minimalist • Undo/redo and navigation are intuitive • Consistent with other Google Cloud software as far as look and feel Not-so-good • Lacks clear indicators when offline • Advanced features are hidden and hard to find. Advanced features require more complicated workflows over more menu items	The good: • Clear feedback for most user actions, including time intensive ai features • Clean task driven interface that is not cluttered and shows the relevant tools based on what is selected • Acceptable control over AI driven features with ability to override AI design suggestions Not-so-good: • Nomenclature is too cute for people coming from traditional presentation software • Lack of control over positioning or timing of AI elements	The good: • Highly intuitive drag and drop interface • Consistent feedback on status and user actions • Extensive template lib with user control for both novice and advanced users Not-so-good: • Very limited customization • Error feedback on performance issues such as slow server or export errors
Customer Reviews	4.5/5 users praise its visual appeal but point out its limited cross-platform functionality • Users praise superior visual design capabilities and intuitive interface • Users complain of compatibility issues when working on both Macs and PCs and lack of advanced data viz features that are available in competitors	• Most customers appreciate versatility and integration with Office 360 • Complaints on how outdated the interface is • Complaints on complexity • Co-Pilot has mixed reviews, mostly promising technology in helping streamline presentation process	4.5/5 Users praise the collaboration features that allow for seamless async work and cloud integration. Users complain of lack of advanced features such as customization and offline functionality	4.6/5 reviewers highlight platform simplicity • Customers praise time saving assistance of AI and the high quality of presentations • Customers complain of lack of ability to customize generated content	4.7/5 customer satisfaction • Praise drag and drop interface and selection of templates • Feedback on slow loading times and issues with exporting/downloading designs
General Notes or Recent News	Apple Intelligence Gen AI features coming to Keynote	Gen AI Co-pilot	N/A	N/A	N/A
Notes to self or team	Since Keynote is free and is a sweetener to Apple hardware, Apple would not be likely to create a completely online version - the desktop version has more value	N/A	N/A	N/A	N/A
SWOT - Strengths	• Superior design capabilities • Seamless Apple ecosystem integration • Free for Apple/iCloud users	• Consistent design with other 360 products • Robust feature set for beginners and advanced users	• Real time collaboration • Free access (more adoption) • Seamless integration with Google drive/ cloud software	• AI Powered automation is efficient and high quality High quality presentations very quickly using AI driven features	• Ease of use caters to non-designers • Free model to attract wide audience • Stong brand • Collaboration features
SWOT - Weakness	• Limited cross platform support • Lacks advanced features for business - notably data-driven tools	• Overly complex/overwhelming for beginners • System status feedback on errors - auto save, collaboration, media	• Limited advanced features - design options, animations and customizations • Offline limitation with syncing issues when offline	• Limited customization for control over design elements • Lacks advanced features users are accustomed to using established industry software like Powerpoint • Expensive, notably for teams	• Limited advanced features • Performance issues • Internet dependency
SWOT - Opportunities	• Expand collaboration features • Incorporate AI features for efficiency and better quality	• Cleaner/task based interface • Implement more modern design	• Incorporation of AI driven features • More advanced design tools, animation and data integration	• Allow more fine tuning to presentation elements for advanced users	• More robust AI Integration features • Cross platform partnerships with social media, website platforms to streamline content creation • More flexibility for advanced users or professional designers
SWOT - Threats	• Powerpoint remains dominant due to its broader adoption and cross-platform capabilities • Google Slides is gaining more ground due to cloud based collaboration features	• Free or cheaper alternatives • Easier to use alternatives that might not be as complex, but are more streamlined for a specific use case • Real time collaboration alternatives	• More feature rich competitors offering quality, customization and efficient workflows	• Competition from free alternatives like Google Slides that have more features and use cases	• Competition from free alternatives like Google Slides • Competition from serious design software that is getting easier to use for non-professionals