SWOT Analysis Chart Example

Below is an example of a SWOT analysis for the Escape Room VR experience.

Strengths	Opportunities
- VR is an exciting change to ordinary video games and the draw of the technology alone will garner excitement from our audience. - Features unique use of VR through interesting interactions - Use of Unity which is a well documented game development platform with a large community for if we run into problems. - The quality art style - The optimization - The devlogs we made during our development phase that we can use to build our community	- Can uniquely position our game since there aren't many escape room-based VR experiences on the Oculus store for Rift. - VR Streamers can review content. - Escape rooms in general have become a part of the everyday consumers life, making the concept accessible to a wider audience. - Can release DLC's post-launch to reignite interest. - VR technology is constantly improving, which means we can keep working to deliver a better experience.
Weaknesses	Threats
- It's currently a vertical slice. We'll have to put a lot more work into it to make it into the Oculus Store. - It's a new title so there so there's no established fanbase. - There's a high volume of indie games so we'll have to break through that clutter in order to get our game to our players	- Other games that might be releasing around the same time - Hardware that doesn't support our game. - There's a high barrier of entry since our consumer base is limited to players with access to VR. - There's also a chance that our user base will lose interest.