

COMPETITIVE ANALYSIS discord x microsoft teams

GOAL EVALUATE COMPETITORS THAT PROVIDE A PLATFORM FOR PEOPLE TO MEET AND COLLABORATE, SPECIALIZED IN WORKPLACE

Strengths

- Lots of tools in a single place
- No additional cost for Microsoft 365 users
- You are able to add 3rd-party tools into your channels, such as Google Drive or Dropbox.
- Fun options like emoji, gifs, and stickers to assist users' emotions
- Files search, backup, and collaboration
- Helpful bots
- Ability to collaborate on documents without leaving the app



Weaknesses

- Too many similar tools
- Lack of notifications
- Adding Members Outside Of Your Organization Can Be A Challenge
- Hyper-organized tabs and channels can feel overwhelming
- File structure confuses users

Key Insight

Users enjoy all the tools are in 1 location but want to keep it simple. The lag-less connection anywhere around the world is mind-blowing. People also wanted more integration such as Google Drive.

"East to understand. Free to use with Microsoft Office 365. Better than Zoom, Slack. Video calls and chat are seamless. Can share Word documents and excel spreadsheets easily with the team members"

"Not much of a con but I wish there are support for calls to phones as well. That would replacement for Skype."

"Compared to Zoom The experience did sufferer from latency issues. Teachers who you zoom could customize a digital setting allowing users different privacy features. Microsoft offers enhanced privacy but it is difficult to customize a unique user experience."

"1. High levels of segregation wherein we can have different channels for different topics. 2. Can be used effectively for alerts and monitoring, where different applications can notify specific channels about the status and issue alerts. 3. The chat history at a person level can be easily retrieved. 4. All the features in skype is available along with better themes. 5. Built-in tools like editor for word, powerpoint, excel etc. also sharing of files is possible."



Strengths

- Fun little perks
- Easy to use
- Promoting Ideas and strategies
- Discord servers can hold up to 250,000 members.
- Lets multiple users screen share from the same voice channel so that you can switch back and forth between various screens
- Voice platform for communication, which makes it the top choice for people in the gaming community
- Persistent audio
- You can mute yourself or turn some people's volumes down if they are louder than the others in a call

Weaknesses

- Discord's single file upload limit is only 8 MB, or 50 MB if you upgrade to Discord Nitro, Discord's \$99.99/year paid service.
- You can't send GIFs unless you have Nitro
- Marketed toward gamers, not exactly perfect for the work environment
- Search Function
- The branding and documentation is very gaming-centric

Key Insight

Discord can be a learning tool on how to get along with others. It's less business-like, you can easily switch between work and home. It is great for voice channel or just normal text channel chatting. Users are having more control over the other users, such as volume, without interrupting others.

"You can also search within the document which is awesome in case you've forgotten the name of the document. Unfortunately, I haven't found the file search feature in Discord which proves one more time - Slack is for business and Discord is for gamers."

"East to understand. Free to use with Microsoft Office 365. Better than Zoom, Slack. Video calls and chat are seamless. Can share Word documents and excel spreadsheets easily with the team members"

"Discord has better server and friend management. Unlike Slack, Discord offers a friend list to easily keep track of everyone you speak to on a regular basis. It's also extremely easy to switch between servers with just one click as they're all lined up in a user-chosen order."

"Marketed toward gamers, not exactly perfect for the work environment"

