# **ANALYSIS OF SNAGIT & SCREENGENIUS**

# **HIGH-LEVEL DIFFERENTIATION BETWEEN SNAGIT & SCREENGENIUS:**

|  |  |
| --- | --- |
| **ScreenGenius** | **Snagit** |
| **Target Users**: Primarily office workers and individuals who need to capture and annotate screenshots or videos for professional purposes. | **Target Users**: Similar to ScreenGenius, but with a wider audience including designers, educators, and technical support professionals. |
| **Key Features**: Screenshot capture, Screen Recording, annotation tools, basic editing features, PIP (picture-in-picture), cropping, and sharing functionalities. | **Key Features**: Extensive screenshot and video capture options, diverse annotation tools with advanced customization (resizing, transparency, text effects, etc.), step-by-step guides, offline functionality, image-to-video conversion, batch editing, and integration with other TechSmith products. |
| **Reported Strength:** In phase 2 we have Integrations with Productivity tools, social media tools and AI tools.  **Better Editing Features**: Rotate, Flip, Emoji’s, Colour Options for shapes, elements, GIF, Tags, Watermark, image and video insertion. | **Reported Strengths**: User-friendly UI, intuitive workflow, comprehensive annotation tools, advanced features, offline usability, and overall positive user experience. |
| **Reported Weaknesses**:   * Only supports in Chromium Browsers * Limited annotation options (resizing, transparency, etc.) * Lack of advanced features (step-by-step guides, text effects, font size control) * Unidirectional annotation expansion, comment feature, PIP editing limitations & performance issues * Overall lack of user-friendliness & UI complex compared to Snagit. | **Reported Weaknesses (Snagit does not have these features):**   * Does not have more colours option for shadow text. * Able to edit an image multiple changes by using redo option even after saving an image. * Version Management * Filter Options for Images |

# **MAIN USPS AND VALUE ADDS**

* **ScreenGenius:**
* Integration with productivity tools (Teams, Slack), Social media tools (Instagram, Facebook etc.), Notes applications (Evernote, One Note etc.) and AI applications (Chat GPT, Gemini and BARD) – TO BE IMPLEMENTED IN PHASE 2.
* Introducing more features
* Lower cost compared to Snagit
* **Snagit:**
* Extensive and customizable annotation tools.
* Offline functionality.
* Step-by-step guides and other advanced features.
* Image-to-video conversion and batch editing.
* Integration with other TechSmith products.
* Positive user experience and reputation.

# **USER EXPERIENCE FLOW (HIGH LEVEL)**

* **ScreenGenius:**
* Capture screenshot or video.
* Annotate using limited tools.
* Edit basic elements (crop, PIP, add text, add shapes).
* Share or save output to cloud or local.
* **Snagit:**
* Choose capture method (screenshot, video, region, scrolling, etc.).
* Annotate using diverse and customizable tools.
* Edit screenshots or videos with advanced features.
* Add step-by-step guides or other elements.
* Convert images to video (if needed).
* Share or save output.

# **USER’S REQUIREMENT FULFILLED BY SNAGIT (SUGGESTIONS FOR SCREENGENIUS):**

**New Features:**

1. Step-by-step guides: Implement a feature to create numbered or lettered guides within annotations.
2. Shapes with different colours: Offer various pre-defined shapes with colour customization options.
3. Text effects: Enable shadow effects and other effects for text annotations.
4. Text editing: Allow adding text within annotations, with more colour and outlining options beyond black and white.
5. Bidirectional annotation expansion: Ensure annotations can expand to both sides when drawing.
6. Performance improvements: Address performance issues to ensure smooth and responsive user experience.
7. Comment feature: Implement a commenting system for collaboration on screenshots or videos.
8. Cropping PIP, delete PIP: Fix the cropping functionality for PIP elements.
9. Editing toolbar: Provide a context-sensitive toolbar for editing elements near their location.
10. Image-to-video conversion: Add the ability to convert captured images into a video.
11. Batch editing and saving: Allow editing and saving multiple images at once.
12. UI improvements: Focus on simplifying the UI, making elements easier to find and understand, and providing clear visual cues for actions.
13. The Drag feature: Snagit It lets users to drag the cursor with ease and notice minute crops as well.
14. Distinguish edit and preview: Clearly differentiate between editing and preview modes to avoid confusion.
15. View all images in a single session and able to copy, paste and edit them. Also adjust the background accordingly.
16. Effects like page curl and other effects along with filters, Customised toolbar and send to back option.

**Improvements:**

1. Resizing of annotations: Implement resizing functionality that works seamlessly, even at page edges.
2. More annotation options: Add features for transparency, thickness, text box transparency, and other customization options.
3. Font sizes: Provide control over font sizes for different text elements.
4. PIP deletion: Enable deletion of inserted pictures and PIP elements.

# **USERS' REQUIREMENT FULFILLED BY SNAGIT (SUGGESTIONS FOR SCREENGENIUS; APART FROM WHAT IS THERE IN SNAGIT)**

* Does not have more colours option for shadow text.
* Able to edit an image multiple changes by using redo option even after saving an image.
* Version Management for Images/Videos.
* Intelligent Colour Recognition
* Duplicate Image feature

# **WHICH OF THESE ENHANCEMENTS ARE IN PHASE 2 (FOR PRIORITY CHANGE?)**

* Rotation of Annotations, images
* Flipping of images, annotations, elements
* Performance improvements: Address performance issues to ensure smooth and responsive user experience.
* Text editing: Allow adding text within annotations, with more colour and outlining options beyond black and white.
* Shapes with different colours: Offer various pre-defined shapes with colour customization options. – Shapes are not included, only colour options for existing shapes are included.
* More annotation options: Add features for transparency, thickness, text box transparency, and other customization options.

# **SUMMARY**

| **Functional Feature** | **Snagit** | **ScreenGenius** |
| --- | --- | --- |
| Screenshot Capture | Extensive options (full screen, region, scrolling, etc.) | Basic capture capabilities (visible part, Full Page, Select Area.) |
| Screen Recording | Supported | Supported |
| Annotation Tools | Diverse and customizable (resizing, transparency, text effects, etc.) | Limited but includes basic tools; enhancements planned in phase 2 |
| Editing Features | Advanced (image-to-video conversion, batch editing, step-by-step guides) | Basic (crop, PIP, add text/shapes); advanced editing features planned |
| Offline Functionality | Available | Not explicitly mentioned, but implied for basic functions |
| Integration with Other Tools | Integrations with other TechSmith products | Planned integration with productivity, social media, and AI tools in phase 2 |
| User Experience | User-friendly UI, intuitive workflow | Needs improvement; phase 2 aims to address UI and usability enhancements |
| Performance Improvements | Not specifically mentioned, but positive user experience suggests efficiency | Specific enhancements planned for phase 2 |
| Customization Options | Extensive (shapes, colours, text effects, etc.) | Limited to colour options for shapes; more customization options in phase 2 |
| Sharing and Saving Options | Advanced sharing and saving options | Basic sharing to cloud or local; potential for expansion |
| Version Management | Not specifically mentioned | Not Planned for phase 2 |
| Pricing | One-time fee per user:  Individual User - $62.99  Business User - $54.26 | Free, with monthly and yearly subscription options |
| Advanced Effects (Ex: paper curl), Filter options. | User friendly Drag option | Considering for phase 2 |
| Batch editing’s, save and download | Provides batch editing, save and download options | Not included in phase 2 |

# **INFERENCE**

* For current needs, Snagit remains the more user-friendly and feature-rich choice. ScreenGenius has potential but requires significant enhancements to truly compete.
* ScreenGenius needs significant improvements in user experience, feature set, and overall intuitiveness to compete with other tools in the market.