

RESULTS

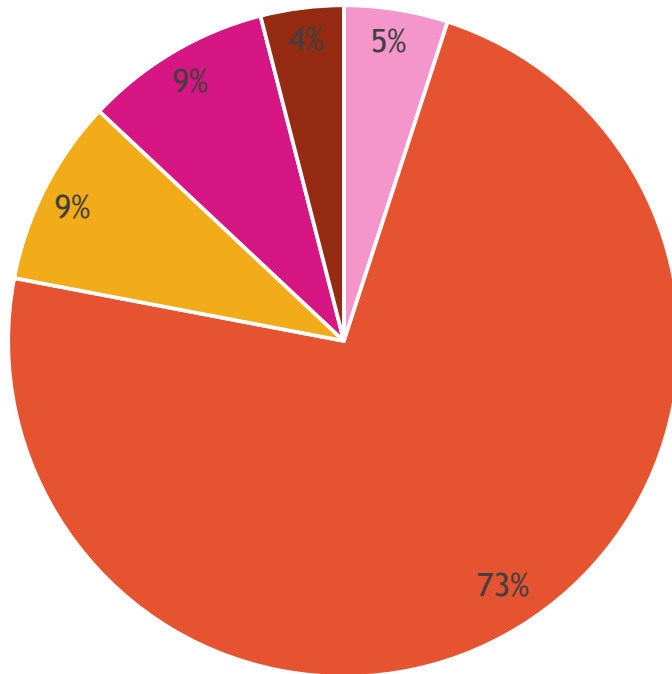
Cloud Storage Survey

*Understanding cloud storage usage habits & interest in
a niche product offering*

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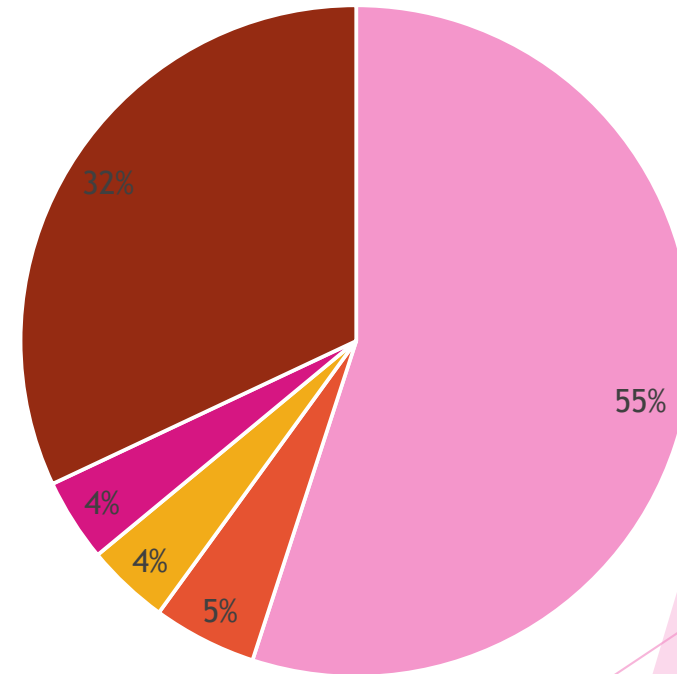
The Respondents

Age



■ 18 - 25 yrs ■ 26 - 35 yrs ■ 36 - 45 yrs ■ 46 - 55 yrs ■ 56 yrs+

Country



■ South Africa ■ Spain ■ Namibia ■ Italy ■ USA

Who's using cloud storage?

96% of respondents are currently using a form of **cloud storage**.

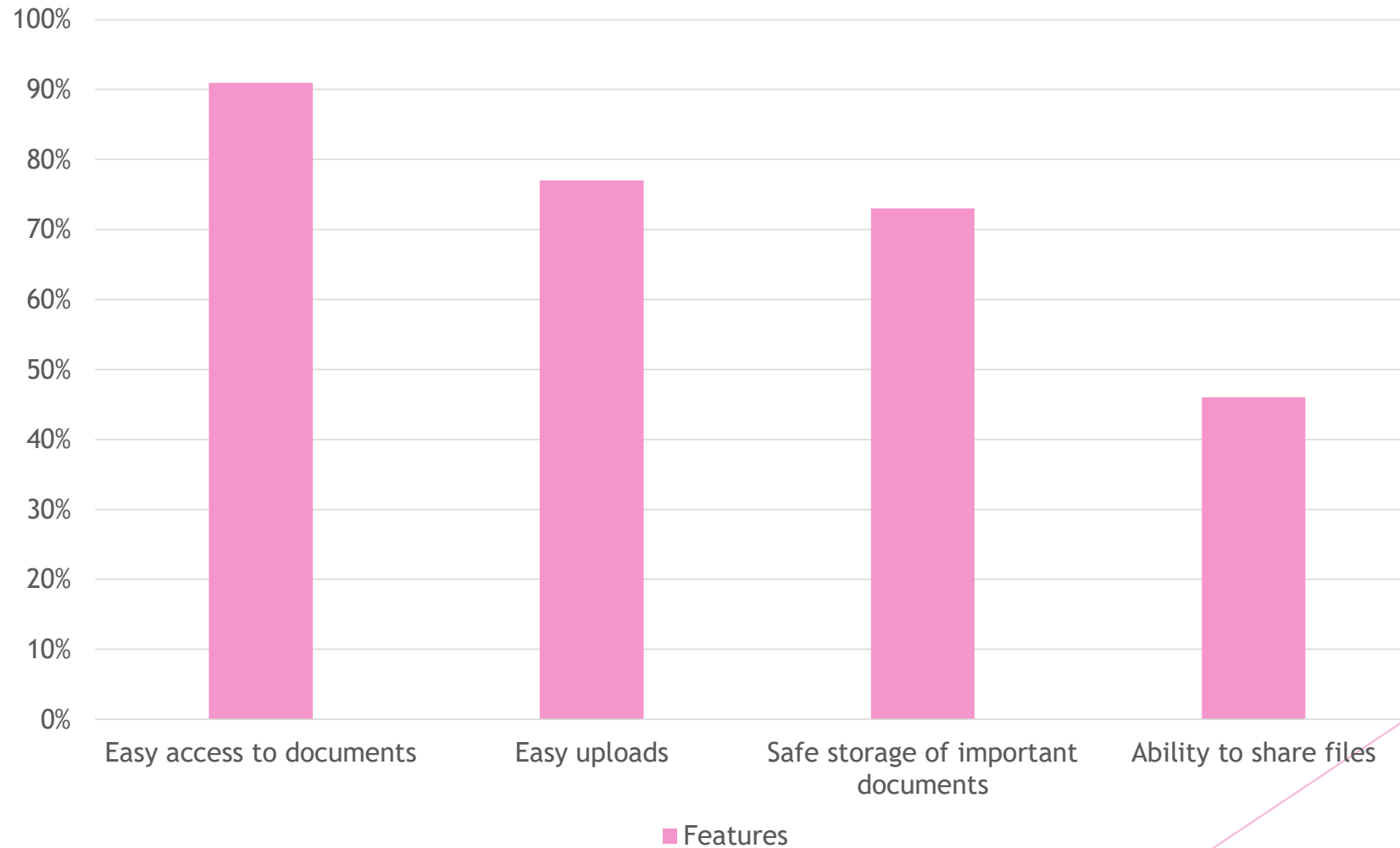
The most popular types of cloud storage being used:

- 73% use Google Drive
- 59% use Dropbox
- 55% use Instagram
- 46% use Pinterest

73% of respondents use cloud storage for **both work and personal reasons**.

What users like

The most popular features were:



What users don't like

Some of the features that users didn't enjoy:

- Limited storage space
- Slow syncing
- Uploading documents is cumbersome
- Visual design needs some updating
- Preview feature is lacking

A niche offering: Skincare App

We presented respondents with a hypothetical app focused on skincare and asked their opinions on it...

- **-95.5% of respondents would like to try Skincare App**
(*Important to note: there is a gender bias – all those who wanted to try the app identified as females.)
- The majority did not feel it was important to connect Skincare App with their social media (63%)
- Most respondents wanted to access Skincare App on their mobile devices
- Respondents who weren't interested in the app said they didn't need it

Skincare App features

Some of the features respondents wanted the app to offer:

- See recommendations of skincare products (95%)
- Read & write reviews on products (91%)
- The ability to purchase products (86%)
- Information on stockists and prices (67%)
- To see what products others are using (67%)
- Be alerted to sales or special offers (67%)

Other suggestions from respondents:

- Information on sustainability, animal testing & environmental impact
- Information on common skin issues
- See professional reviews on products
- Filter by cruelty free

Summary

Many people are currently using 'traditional' cloud storage for file storage and sharing. Overall respondents are happy with the current offering, with the main complaint being the amount of free storage offered.

When we consider this, along with the information from the competitive analysis, it becomes clear that a niche product is needed to break into the cloud storage market. The file storage market is saturated with major players, and users are happy with the available options.

With the growing focus on self-care, and emerging markets such as K-Beauty (Korean skincare products), there is space *and* interest in a skincare app. There is certainly a gender bias with this interest – the majority of interest comes from females. Respondents would like an app which offers a space to learn about skincare products, read & write reviews and see recommendations for their skin. There is also an opportunity to collaborate with retailers and offer an e-commerce aspect.