**Survey Notes**

**Devices and browsing**

Most of our potential users own a smart phone, tablet, and laptop. Approximately half also own a smart TV. Most users browse the internet using their smartphones. A laptop is the second most popular device for browsing. Social networks were the most popular sites viewed.

Based on this information, Blocbox will be designed to be simple and responsive across multiple devices.

**Saving content**

Most of our potential users save links and images by either downloading content or using a browser to bookmark. Most users like these tools because they are simple, user-friendly, and intuitive. However, most users complain that their files eventually become disorganized, and difficult to find and sort later.

Blocbox will include a simple browser plugin to save content, and features to easily organize and find content later.

**Writing Notes**

Notes for personal use were most popular. Most respondents like the ability to quickly and easily write notes as if using a pen and notepad. However, most complain that their notes eventually become disorganized and difficult to sort later. This is partially due to notes being written on multiple devices and on different note-taking apps.

Blocbox will provide a single place to save and organize notes that is accessible from any device.

**Work environment**

Potential users come from diverse backgrounds including design, tech, student, government, fitness, retail, research, caregiving, medicine and law. Most work in a collaborative environment.

Blocbox must have simple content sharing and collaboration features.

**Social**

Almost all respondents have a social media account. Half of the respondents use social accounts to register and login to other websites. Blocbox will include a social sign-on.

**Demographic data**

Most of the respondents are ages (25-34 years old) and (35-44 years old). Most respondents are from the western U.S. while others are from other cities throughout the U.S. This information will be used to develop user personas.

**Competitors**

Google Keep was mentioned in the responses. Google Keep provides simple note-taking and checklist features. A comparative analysis will be done to analyze the saving and organization features of Google Keep. Although not specifically mentioned in the responses, Ember and Evernote will also be included in the comparative analysis since they contain many features desired by potential users.