

BLOC BOX SURVEY SUMMARY

SECTION 1: DEVICES AND BROWSING

All own a smartphone, tablet, laptop and desktop.

For Browsing Smartphone, laptop, tablet and then desktop

Conclusion: This needs to be accessible by all devices.

Section 2: Saving Content

100% claim to save content both personal and business, while typically using the browser to bookmark. They also use: pocket, evernote, pinterest, apple/windows note pad.

Negatives of Saving Content:

- Remembering where they saved it
- mobile browsing bookmark usually isn't organizable
- keyword/title mismatch
- keeping track of what category
- when using one of the apps, logging in to just save to your own device.

Conclusion: This needs to be something where they can easily place their bookmark into a category with the ability to xreference with another category. Organization is the underlying theme

Section 3: Writing Notes

100% state that they take notes for business while most state they use post it notes because of their ease of use, being small and readily available next to their workspace. Task management is a major reason for note taking. Two named were Omnifocus and Forecast with the ability to see upcoming tasks. They remarked that they didn't like that a task could only be categorized in one area and that they had to manually cross it off the list.

Conclusion: This must be readily accessible with ease of use. No intricate process involved with signing in to use it . This must also be able to x reference different

categories for organization. the ability to see upcoming tasks is also a must.

Section 4: Work Environment

The survey participants are a diverse group in regards to employment. It runs the gamut from retired to dance teacher, to Fed Ex delivery and Software engineer. This is a good thing since it helps to ensure a wider scope of understanding the needs.

The majority stated that they do not work in a collaborative environment and had little use for the collaboration idea. Sharing information was highly supported .

Conclusion: with a diverse group , it shows that the need for easily sharing information is paramount, with the collaboration not as large of a need. So , easy to share with the option if they opt in to collaborate.

Section 5 Social:

All have either a twitter or facebook account . One person remarked that they didn't use OAuth. All commented on the need for easy login without having to remember another password. Sharing information with their social accounts was also mentioned.

Conclusion: OAuth is a must , possibly widening the services with which we provide that with would be beneficial for such a diverse group.

Section 6 Demographics:

The majority of survey participants were in the 35-45 age range, and live predominantly in the San Francisco bay area.

Bloc Box Requirements:

1. Accessible by all devices
2. Be able to have notes and the ability to see all content saved across the differing platforms.
3. Able to place content in a section with the ability to select more than one section.
4. Easy to access the saving process with minimal amount of work to organize
5. Registering and logging in should be minimal with no involved registration process
6. Task management with ability to select to view upcoming todos if desired and have those that have expired crossed of the list
7. Ease of Sharing with others and with their social networks
8. Option to join others with collaboration if so desired.
9. Oauth with more than just twitter and Facebook.