

Analysis of the results from the survey sent and a list of patterns discovered.

User Devices and Browsing Online

All participants have smartphones and laptops while over half have a tablet. Thus it is reasonable to assume that participants will have at least one smaller mobile device on the go and one larger screen device.

All participants use smartphones and laptops to browse, while over half use a tablet. Thus users will utilize both their main workstation (laptop) and smaller mobile devices to browse online.

User Browsed and Saved Content

All participants looked at social media and videos when browsing. Most looked at shopping and emails whereas few looked at news. No other content was specified.

Most participants indicated that they “sometimes” save content they find interesting online. Whereas a smaller percentage “definitively” save interesting content and no one indicated that they “never” save content.

Thus, if users are satisfied with Blocbox then “sometimes” can be converted to “always.”

Tools Used to Save Content

All participants save the content by using the browser’s built in bookmarking functionality. Some others use applications within the browser such as Pinterest or Pocket. Many choose to download content. Only a few use a third party tool.

Participants indicated that they all look for ease of access for bookmarking tools. One participant indicated the importance of ability to view content without Internet whilst commuting and ability to share and tag content. All participants indicated their frustration with keeping their saved content/bookmarks organized and uncluttered.

Thus, Blocbox should be as easily accessible as the browsers built in bookmarking button and focus on keeping saved content organized.

Writing and Storing Notes

All participants indicated they “sometimes” write notes and primarily do so for personal content. All participants use “other” application for note taking and few use Microsoft Word. Participants did not specify what the “other” applications were but indicated that they like their ease of use, simplicity and availability. Participant disliked applications that were limited to a particular operating system, included too many features and restricted notes to text form.

Thus, Blocbox should focus on only providing core features so as to remain easy to use and not bloated. Notes should allow multimedia to be inserted directly.

Collaboration and Sharing

Participants were primarily developers with the exception of one stay at home parent. The majority works in a collaborative environment and share resources with coworkers where as the minority do not share resources or work in collaborative environments. Thus the adding collaborators and sharing requirements are important for Blocbox.

Social Media

All participants had a social media account and used these credentials for other website logins due to time efficiency and ease of use. Thus the social sign-on is important for Blocbox.

Demographics

Participants were primarily between the ages of 18 – 24 years and some were 45 – 54 years. No one specified his or her location. Due to the global nature of the Internet one should go with the assumption that users will be from all around the world.

Competitive Analysis: OneNote, Evernote, Google Keep

- How do they position themselves?
 - OneNote
 - Markets itself as digital notebook. Its UI reflects this: you organize saved content as if it were a paper notebook and have a lot of flexibility related to styling content.
 - Evernote
 - Markets itself as a digital file cabinet: its slogan is “remember everything”.
 - Less focused on stylized notes, more on stark simple notes UI.
 - Focused more on being a database of information that user saved.
 - Google Keep
 - Streamlined fast note taking not meant for deep, complex content.
- Who is their primary audience? What user groups are they targeting?
 - OneNote
 - Targeting audience who wants to perform brainstorming, visually organizing notes using a notebook analogy, and creating longer documents.
 - Evernote
 - Targeting audience looking to make simpler notes and quickly creating and saving information.

- Targeting audience who wants to look up information that they created and archived.
- Google Keep
 - Targeting audience who want to make quick simple lists and notes on the go
- What are their key differentiators and features?
 - OneNote
 - OneNote offers really good Microsoft Office integration
 - Evernote
 - Web Clipper extension is most advanced and easy to use currently
 - Google Keep
 - Fast, faster than Evernote at syncing notes across devices and to OCR images

SWOT Analysis Based On All Three Competitors

	Positive	Negative
Internal	<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> • Availability across devices and platforms • Sync on all devices • Sharing • Real Time collaboration • Free storage/optionally free usage • Browser plugins (including web clipper) • Evernote <ul style="list-style-type: none"> ○ Very feature rich: added features such as detecting text in images (OCR) ○ Consistent UI across all platforms ○ Large user base and established product ○ Advanced web clipper • One Note <ul style="list-style-type: none"> ○ Division and grouping is very logical: based on real life notebooks ○ Integrated dictionary and thesaurus ○ Free • Google Keep <ul style="list-style-type: none"> ○ Simple user interface: grid/column format only ○ Notes can be colored like real sticky notes ○ Free 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> • One Note <ul style="list-style-type: none"> ○ Inconsistent clipping content behavior for different browsers ○ Cannot select a specific section to clip ○ Inability to save offline ○ Web and desktop apps look very different ○ Feature creep for certain users • Google Keep <ul style="list-style-type: none"> ○ No way to print notes • Evernote <ul style="list-style-type: none"> ○ Feature creep for certain users ○ Only basic features are free
External	<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> • Global market • Many popular products experience feature bloat. Should market Blocbox as being streamlined and focused on core functionality. 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> • Competing against big Company's such as Google and Microsoft, so can't provide same level of seamless integration as they do with their own products