

CASE STUDY

blockbox

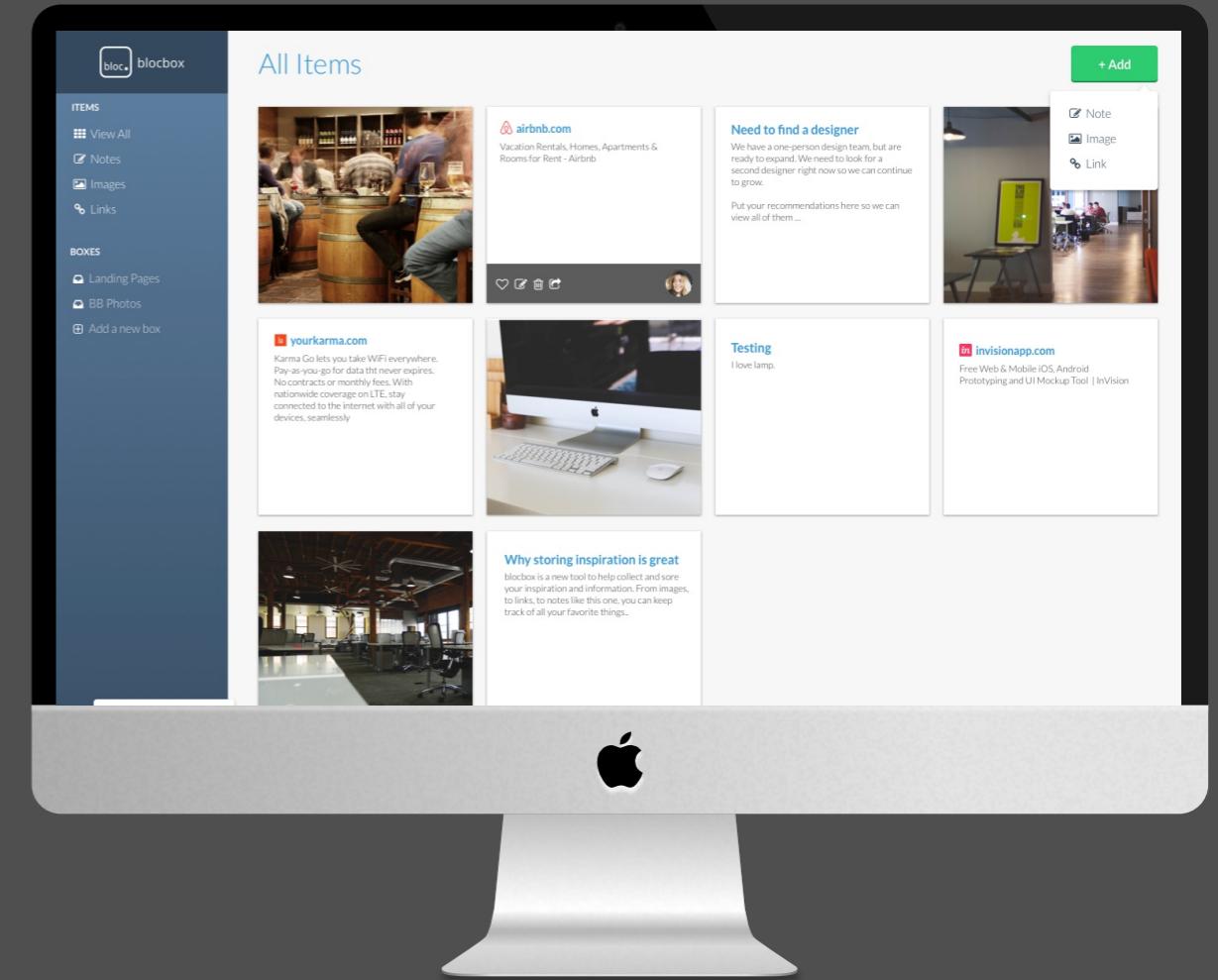
- **Roles:** UX Design, Visual Design, Development
- **Deliverables:** User Research via Interviews & Surveys, User Personas, Competitive Analysis, User Stories, User Flows, Low-Fidelity Wireframes, High-Fidelity Wireframes, User Testing, Prototypes, Development of responsive website using HTML, CSS, & Javascript.
- **Tools:** Sketch, Adobe Creative Suite, Balsamiq, Peek, Draw.io, InVision, HTML, CSS, JavaScript, GitHub, Atom.
- *Designed and Developed as an exercise for the UX/UI Foundation Course at Bloc.io*

OVERVIEW

- **Overview:** Blocbox is a Software as a Service (SaaS) web application which allows users to collect information and store it in a single place. A user can create documents, store images, links to websites, and collaborate real-time with others.

- **Problem:** There is no single solution that provides users with the ability to save links, images, and notes all in one place, allowing users to easily access the data from any device, and share and collaborate with other users in real-time.

- **Solution:** Blocbox is a SaaS, responsive web application which allows users to collect information and store it in a single place. A user can create documents, store images, links to websites, and collaborate with others. Additionally, Blocbox offers three pricing tiers (Free, Pro, Expert), to allow users to decide how much data storage they would like, how many collaborators they would like to engage, whether they would like the real-time collaboration feature, and how many folders/groups/boxes they would like to create. It is simple to access Blocbox from any device, and upgrade at any time with this cloud based solution.



RESEARCH

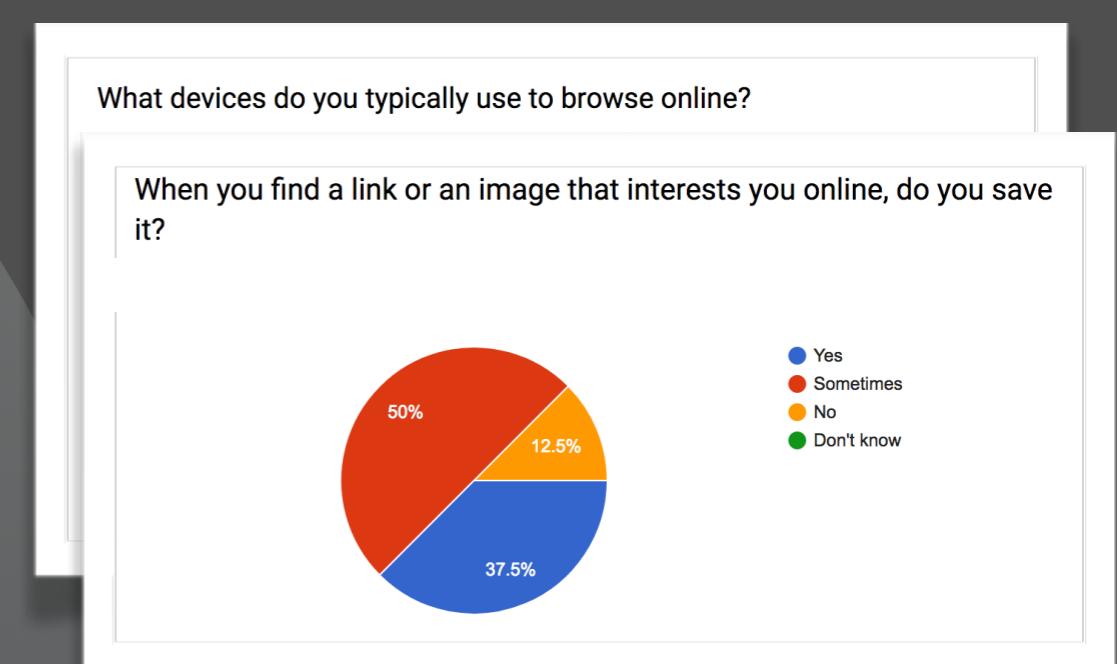
User Research: The Blocbox design team conducted user research via interviews and surveys to understand what type of devices are being used, how users browse online, what type of content is of interest, how content is saved or bookmarked, how often notes are created and saved, what applications or tools are being used today to create, save, and share information, what users like and dislike about the current set of tools and applications that they are using today, and what features users would like to see in a new solution. This lengthy research process allowed us to determine and build the requirements for Blocbox.

75% of users say that when it comes to saving content, they utilize tools that are fast and easy, but they seek greater organization of the saved content.

70% of users would like the ability to share saved content with other users or groups, while collaborating in real-time.

80% of users would prefer to use a single cloud-based application for saving information across multiple devices.

50% of users would like the application to include personal and professional account options.



RESEARCH

- **Market Research:** Conducted a Competitive Analysis to understand how competitors (Box Dropbox, Citrix ShareFile) are positioning themselves, who their primary and target audiences are, and to understand the key differentiators and features. Our goal was to figure out how to improve on our competitors weaknesses and take advantage of all opportunities in the market. This analysis led us to build a minimum viable product (MVP) for the first version of Blocbox.

Blocbox positions itself as the leading SaaS web app for consumers and enterprises, allowing users to collect information, store it in a single place, and collaborate.

Blocbox has a simple design with rich collaboration features, security, and customer support.

1. Box

- How do they position themselves? Box is positioned as a cloud-based file sync, share, and collaboration provider, which includes a content collaboration platform as well as a storage offering.
- Who is their primary audience? What user groups are they targeting? Box has personal and business account options. Primarily, Box is focused on the Enterprise space, supporting large global customers.
- What are their key differentiators and features? Key features include its ability to integrate with different devices and 3rd party apps, KeySafe for data protection and encryption, and Box Zones for storage. Key features also include the Enterprise workflow automation capabilities and business process enablement; including content transformation, streaming, real time editing, machine learning and analytics.

Strengths - Market leading cloud-based file sync, share and collaboration provider with features such as workflow automation and business process enablement. Simple and easy to use and scale. Excellent data security and protection, data governance capabilities, mobility, and storage.

Weaknesses - Only available in public cloud, difficult or impossible to integrate with technologies such as EMC, which many companies have in their IT environment today. Business and Personal accounts can not exist in the same Box account.

Opportunities - Box has one of the largest user bases in this market. Box is an excellent option for any company that is OK with the public cloud. More companies are moving towards the public cloud, so their potential market share is growing. Many companies invested in these very expensive EMC solutions 3 years ago so it is time to refresh their entire IT environment. Replacing a companies existing legacy on-prem solution with cloud service solutions is something that every company is at least evaluating at this time. Box could also develop hybrid or private cloud options, or even on-prem options in the future to gain even more market share.

Threats - Companies who can not move data to a public cloud may choose competitive options that better integrate with their on-premise, hybrid, or private cloud environment.

STRATEGY

- User Stories:** Developed by analyzing every possible path that a user would need to take to complete certain tasks. We created user stories for both new and returning users. We also determined which tasks were not part of the MVP by prioritizing the tasks.

- User Flows:** Created on [Draw.io](#) to understand how each user group will interact with the application. In this step, we created a flowchart that focused on the tasks and goals, showing steps in sequential order to completion, with a true starting place and ending.

As a new user	I want to create an account using twitter	
As a new user	I want to create and account using Facebook	
As a new user	I want to update my account settings	
As a new user	I want to create a group (box)	
As a new user	I want to add a link	
As a new user	I want to add an image	
As a new user	I want to add a text-based note	
As a new user	I want to add tags to my saved items	
As a new user	I want to view my content	
As a new user	I want to view a link	
As a new user	I want to view an image	
As a new user	I want to view a text-based note	
As a new user	I want to select an item as favorite	
As a new user	I want to view my favorites	
As a new user	I want to upgrade my account	
As a new user	I want to share an item on Facebook	
As a new user	I want to share an item on Twitter	
As a new user	I want to share an item via email	
As a new user	I want to add a collaborator	Future Feature
As a new user	I want to view my collaborators	Future Feature
As a new user	I want to manage my collaborators	Future Feature
As a new user	Collaborate real-time	Future Feature
As a new user	Organize content	Future Feature
As a new user	Keep track of bookmarked content	Future Feature
As a new user	Sync online	Future Feature

+ ≡ New Users ▾ Returning Users ▾

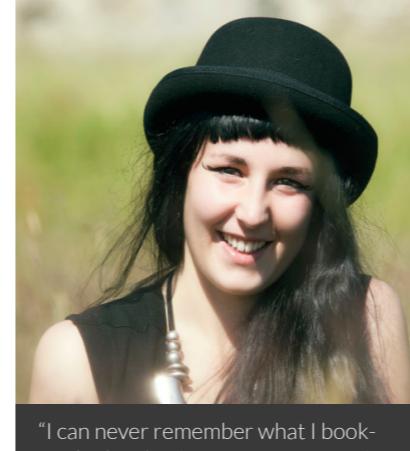
STRATEGY

- **User Personas:** Developed in **Sketch** and based off of the user research that was conducted via surveys and interviews. This allowed our design team to understand the users' goals, behaviors, and how they will use the application. Based off of the Personas it was a requirement for Blocbox to support casual users, professional users, and expert level users, for both personal and business use cases.

ORGANIZE - COLLABORATE

Susan W.

AGE 65
OCCUPATION Court Reporter
LOCATION Jupiter, FL
GENDER Female
TEIR Casual



"I can never remember what I bookmarked, so having an easy way to view the stuff I like would be fantastic."

MOTIVATIONS
Susan typically bookmarks content she finds interesting in the browser on her laptop or tablet but struggles to keep track of it. She rarely browses content on her iPhone because it is harder for her to see the screen. She would like one place to save all of her content, and she would also like to share content with friends and family. For example, she would like to create a recipe folder and allow others to share their recipies as well, and leave comments/feedback about the recipies.

GOALS
· Organize content
· Ability to save content in one place
· Ability to share content and collaborate

FRUSTRATIONS
· Keeping track of content which is saved in many places
· Hard to remember what's bookmarked
· No solution for sharing content and collaborating

BIO
Susan is married with three kids and has a Golden Retriever named Emma. She is a snowbird living in Florida during the cold months, and then back to New Jersey during the spring and summer. She works as a court reporter, on-site for depositions and then remotely creating all of the deliverables. She enjoys playing tennis and having a cocktail by the pool with friends and family. Susan is always looking to bring the family together and believes technology plays a big role in that.

Collaborate

Unlimited Data Storage

Casual

Personal Use Only

Share Multiple Devices

Professional

Organize Expert

INFORMATION ARCHITECTURE

All Items

- Items
 - View All
 - Notes
 - Images
 - Links
- Boxes
 - Landing Pages
 - Add a New Box

My Account

- Name
- My Account
- Collaborators
- Sign Out

Logo [Sign In](#) [Sign Up](#)

Headline
Subheadline will go here

Call to Action

Features

Pricing Info

Plan	Professional	Expert
Price	X	X
Feature	X	X
Feature	X	X
Feature	X	X

Testimonials

Copyright Info

Link | Link | Link | Link

Logo

Headline
Subheadline will go here

Call to Action

Features

Pricing Info

Plan	Professional	Expert
Price	X	X
Feature	X	X
Feature	X	X
Feature	X	X

Testimonials

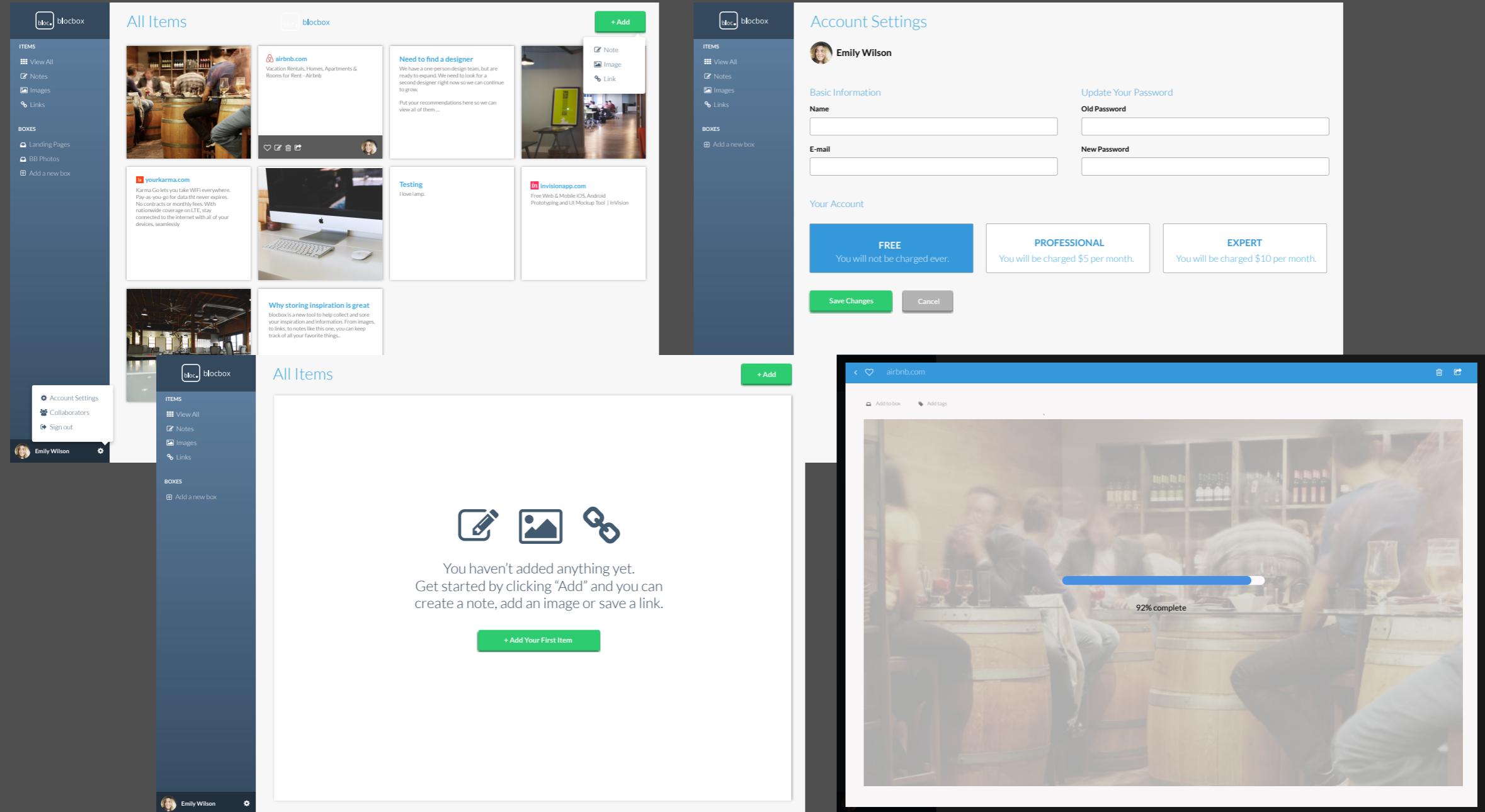
Copyright Info

Link | Link | Link | Link

Logo

- **Low-fidelity Wireframes:** Created in [Balsamiq](#) to provide rough sketches to display content placement options for the stakeholders.

VISUAL DESIGN



- **High-fidelity Wireframes:** Created in **Photoshop** and **Sketch** to provide exact sizing of each element, so that we could test our user flow and design.

TESTING

- **Prototypes:** Created in **InVision** enabled our potential users and stakeholders to provide feedback on our designs. Prototypes acted as a deliverable that we could use to test our design decisions and gain tremendous feedback on the usability.
- **Usability Tests:** Created and executed through **Peek**, allowing us to watch and listen to how people interacted with the design.
- **Results:** Analyzing the user testing results gave us the information we needed to either validate our design decision, or go ahead and tweak a design to allow for a better user experience. For example, users were having difficulty finding the +Add button on the dashboard page which was causing frustration and a delayed completion of a particular task. As a result, we conducted a preference test to determine the best location for the +Add button. Through on-going testing we were able to eliminate the pain point by repositioning the +Add button based on our user feedback.

Homepage

Likes

- Bold header and sub-header explaining purpose
- Big bold start your free trial button (not just a sign up button)
- Blue gradient background looks professional
- Easy to see the benefits, pricing, and testimonial sections.
- Easy to find sign in, sign up, and start your free trial buttons.
- Nice to see a snapshot of the dashboard on the homepage so a potential user can know what to expect after signing up.
- Looks trustworthy.

Dislikes

- Not enough of a description around the features of **Blocbox**.
- No description of the collaboration feature.
- Professional pricing option does not have enough storage.
- Dashboard image in hero is a little blurry.
- Logo design is not bold, hard to see from a distance

Ease of use

- The simplicity of the design makes it very easy for users to understand the purpose of the site and how to sign up and start a free trial.

Overall design and layout of each page

- Clean and clear font, very easy to read against the dark blue background.
- Attractive modern color palette.
- Bright green action items make it easy to know where to click.
- Like how the features are listed first, then the pricing, then testimonials. Nice layout choice.

What would they change?

- Logo design is a little cluttered. Would prefer a logo design that is more bold and easy to see from a distance.
- Add more description around the features and how it compares to competitors so I have more of a reason to sign up.

Additional feedback

- Testimonials only describe how a user has benefited from **Blocbox** personally, as well as on a team. Would appreciate more testimonials from the enterprise side, preferably a manager or director. Maybe even include logos of current enterprise customers.
- Frustrated because not all of the buttons are clickable.

CONCLUSION

- **Solution:** Blocbox helps solve a real problem by letting users save, share and collaborate for both personal and professional use cases. This helps individuals and teams organize content and work more productively. Through user research, market research, and continuous testing, I was able to make design changes quickly and understand the goals for Blocbox. Here are the prototypes which were built using **Sketch** and can be viewed on **InVision**.
- **Low-Fidelity Prototype:** <https://invis.io/JNOAKXTC6Y2>
- **High Fidelity Prototype:** <https://invis.io/JXOAKZWT6BK>

The image shows the Blocbox website landing page. At the top, there's a navigation bar with 'Sign In' and 'Sign Up' buttons. The main headline reads 'Save, share and collaborate.' with a subtext: 'blockbox lets you collect and sort information. Create simple notes, store images, and add links.' A green 'Start Your Free Trial!' button is prominent. Below this, a tablet displays a grid of saved items. Three feature icons are shown: 'Create notes' (pencil icon), 'Save images' (camera icon), and 'Add links' (link icon). Each icon has a brief description: 'Using Markdown, you can create simple text based documents to save and share. You can collaborate with others to write and edit content.', 'Are there images you find interesting enough to save? Now you have a way to organize and store those within blocbox.', and 'Forget bookmarking sites in your browser. With blocbox, you can add links, group them and view them from any computer.' A section titled 'How much does blocbox cost?' compares three plans: 'CASUAL' (Free, up to 5 boxes, 10 collaborators, 2GB storage), 'PROFESSIONAL' (\$5/month, unlimited boxes, 20 collaborators, 5GB storage, real-time collaboration), and 'EXPERT' (\$10/month, unlimited boxes, unlimited collaborators, unlimited storage, real-time collaboration). Each plan has a 'Start Your Free Trial!' button. A note at the bottom states: 'We will not collect your credit card information until your 30-day free trial has ended.' Below this, a section titled 'Who uses blocbox?' shows four testimonial bubbles from 'Stella B., Freelance Designer, N. Dakota'.