

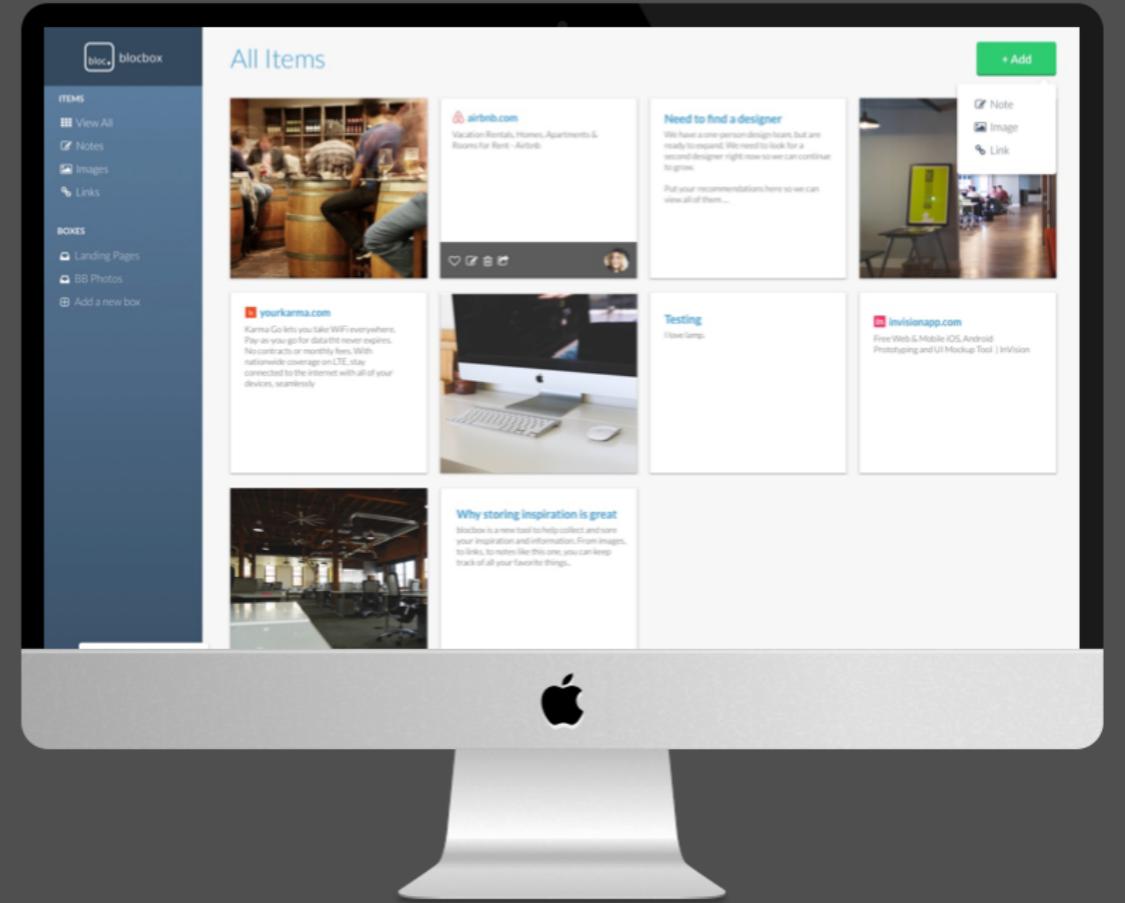
CASE STUDY

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, UserTesting, Draw.io, InVision, HTML, CSS, JavaScript, GitHub, Atom.

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 such as Box Dropbox, & Citrix ShareFile are positioning themselves, their primary and target audiences, 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.

Strengths

Cloud-based file sync, share, and collaboration provider with features such as workflow automation and business process enablement. Simple to use & scalable across devices.

Weaknesses

Late to the market, the name Blocbox is not known.

Opportunities

Gain market share for users seeking better collaboration and sharing capabilities.

Threats

Lots of competition such as Box, Dropbox, and Citrix Sharefile. Competitors already have great market share for both personal and business use cases.

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.

Priority	Action	Reason
High	Create account using email	Have a blocbox account
High	Update my account settings	Make updates to my account
High	Add a link	Save a link to my blocbox
High	View an image	See my images on blocbox
High	View a text-based note	See my notes on blocbox
High	Select an item as favorite	Categorize the item as a favorite
High	Upgrade an account	Add more features
High	Share an item on Facebook	Share with other via social media
High	Share an item via email	Share with others via email
High	Add a collaborator	Collaborate with more 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

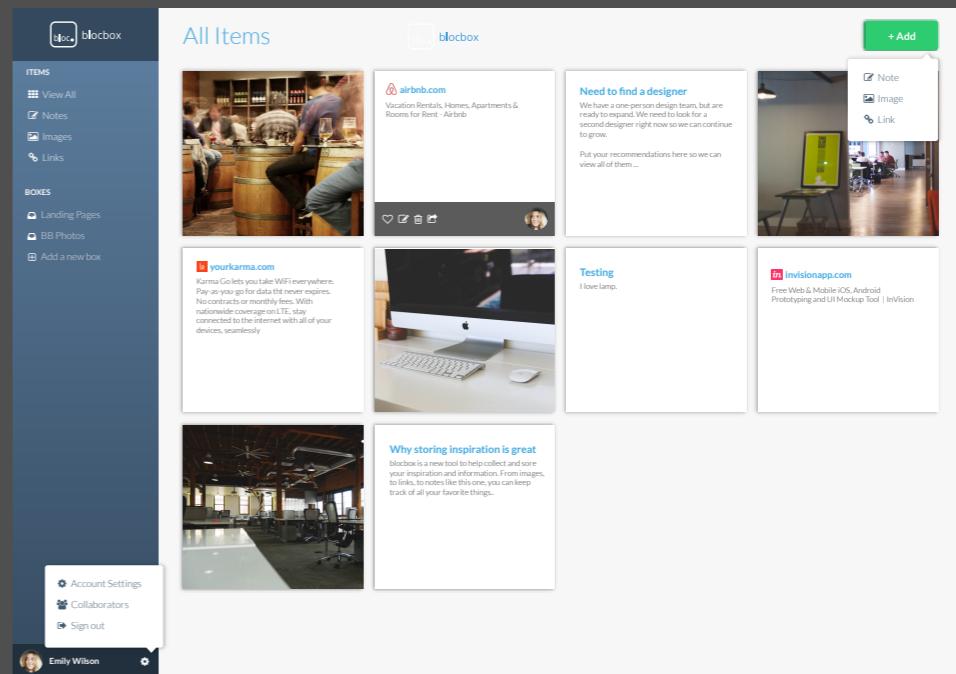
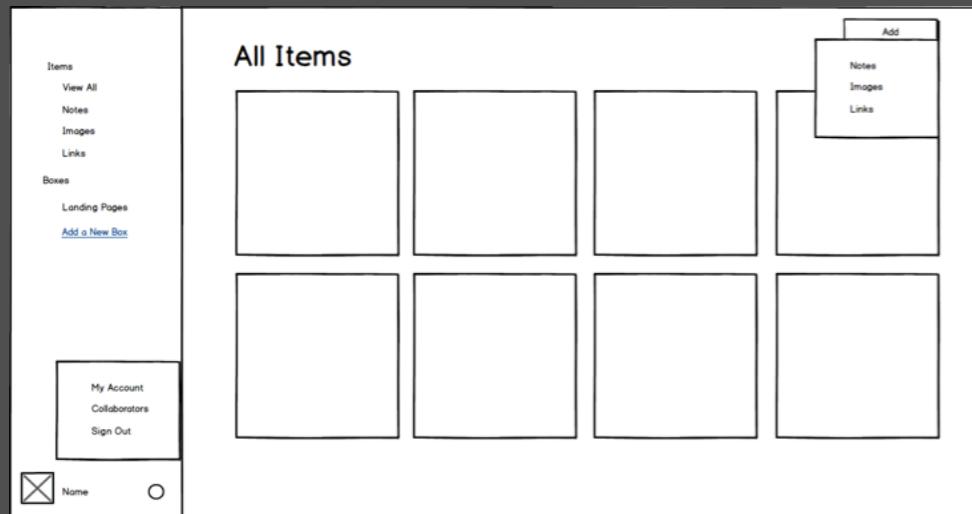
- Keeping track of content which is saved in many places
- Hard to remember what's bookmarked
- No solution for sharing content and collaborating

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.

VISUAL DESIGN

- **Wireframes:** Low-fidelity wireframes were created in **Balsamiq** providing rough sketches to display content placement options for the stakeholders. High-fidelity wireframes were then created in **Photoshop** and **Sketch** to provide exact sizing of each element, so that we could further test our user flow and design.



[View Low-Fidelity Wireframes](#)

[View High-Fidelity Wireframes](#)

TESTING

- **Results:** Through **UserTesting**, we were able to watch and listen to how users interacted with the design. Analyzing the results gave us the information we needed to either validate our design decision, or rework the design for further testing.
- For example, one of the tasks that we asked users to complete was to +Add a link, file or image to their Blocbox dashboard. Users were having difficulty finding the +Add button on the dashboard page and it was causing them frustration and a delayed completion of the task.
- As a result, we conducted a preference test to determine the best location for the +Add button. The results indicated that the best spot for the +Add button would be on the upper right hand side of the screen. We repositioned the +Add button and eliminated the pain point.
 - *UserTesting Videos available upon request.*

CONCLUSION

- **Solution:** Blocbox is a leading SaaS application that allows users to save information such as pictures, links, notes, and videos, and share that information with other users, while collaborating in real-time. The app can be used for both personal and professional use cases. This helps individuals and teams organize content and work more productively. Blocbox has a simple design with rich collaboration features that will be sure to please users who are looking for ease of use and greater functionality.
- This was an end to end project including research, strategy, design, prototyping, testing, and development. Here is the link for the responsive website for Blocbox.

[View Blocbox](#)

- *Designed and Developed as an exercise for the UX/UI Foundation Course at Bloc.io*