

Georgia Institute of Technology

Where Zoom Stands in the Current Video Conferencing Platform Market: A Qualitative
Report and Analysis

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Executive Summary

The rise of video conferencing platforms such as Zoom in the last few years has helped to revolutionize the modern workspace and classroom, though there's always room to grow. This qualitative report focuses on the findings of a recent study done to find what attracts college students to certain platforms as well as what aspects of these platforms they would like to see improved. The data was collected through an in-depth online survey distributed to students of ages eighteen to twenty five currently enrolled in universities and colleges located within the state of Georgia. Through this survey, we noticed patterns of _____ and _____ (insert small commentary on results from survey), and these interesting statistics are further discussed and analyzed with the purpose of uncovering exactly what changes or developments can be made to satisfy Zoom users as well as further the company brand.

Keywords: Zoom; Microsoft Teams; Webex; BlueJeans; video conferencing platform; Zoom bombing, (add more once finished with report)

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Introduction

The rise of video conferencing platforms across the world in recent years has been staggering to witness. Platforms like Zoom, Microsoft Teams, and Webex have gone from relatively unknown brands to household names in just a matter of years due to their rise in usage in both schools and workspaces. In just the first week after the COVID-19 pandemic sent most of the world inside, the download rate of video conferencing apps increased by 45% (Gupta, “The Rise of Video Conferencing Platforms during COVID-19”), an astounding increase in such a short amount of time. Although, with this rise in usage of these platforms, there also comes a large increase in market competition; which service will be able to better maintain and grow their user base during this new age of online school and work?

After the inception of the COVID-19 pandemic and the rise in stay-at-home protocols, the rise of Zoom was one that was hard to miss. In comparison to having just ten million daily users in December 2019, Zoom’s user base exploded to an estimated two hundred million daily users just three months later (Dooley, “How Zoom Conquered Video Conferencing”). The popularity of the application has become so great at this point that sentences like, “let’s jump on a Zoom,” have been commonly used to mean starting a video conferencing session on just about any relevant application, not just Zoom itself. The term itself has transcended past being just a company name, but that does not mean that the product itself can let itself stay stagnant. In the ever-growing and hyper-competitive space that the video conferencing platform market has become, it is imperative to stay moving.

For this report, a sample of college students attending universities within the state of Georgia were taken and surveyed. These students were asked a multitude of questions concerning their usage of video conferencing apps, their personal preferences, and were given the chance to give their own critiques of specific platforms. This survey was done to help the executive committee at Zoom better understand the users of their own platform and those of a similar purpose, as well as uncover what can be done to improve the user experience on the platform and also see what Zoom as a company can do to better appeal to younger, career-focused consumers as they prepare for a work life that may often involve the usage of video conferencing platforms.

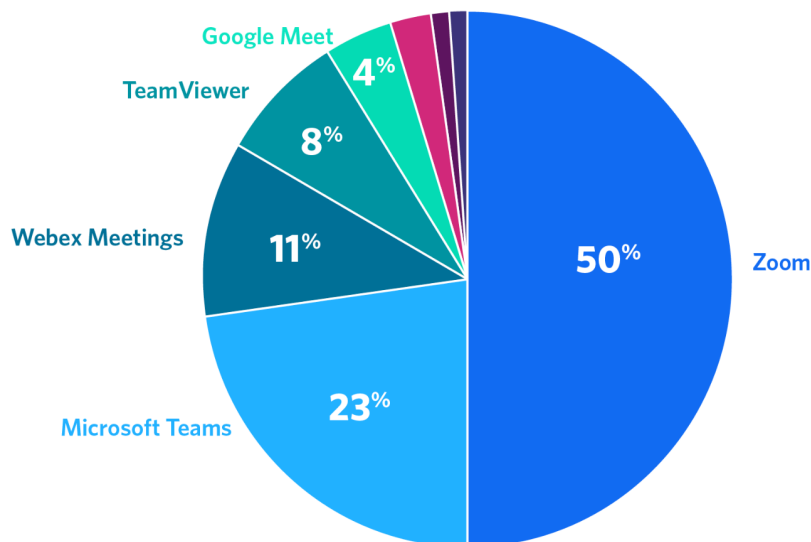
Survey of Scholarship (Background)

In the current post-COVID-19 market, video conferencing platforms are experiencing a slight stagnation. The implication of this, for Zoom as a company, is that this is a critical moment to develop the product and completely dominate the market. In the future, although the COVID-19 situation may improve significantly and usage will decrease, customers and companies could still be using Zoom as their go-to “work from home” video conferencing platform. A continuous survey done between October 2020 and April 2021 by Gallup proves this: “Of those white-collar workers currently working from home, 71% wanted to continue working from home. While 15% of those polled preferred remote work due to concerns about COVID-19, the remaining 56% reported they wanted to continue remote work as a matter of personal preference. Conversely, only 29% reported wanting to return to the office” (Saad).

For Zoom to continue to grow at such a critical time, a close comparison must be conducted between the relevant competitors in addition to the survey. Here is the current market state of the top 8 video conferencing platforms as of 2021 (Grand View Research - TrustRadius):

Figure 1:

Market Share of Top Video Conferencing Software in 2021



Source: TrustRadius platform data collected in June 2021

So what makes Zoom hold 50% of the market share, and what makes its competitors close trail by? Let's take a look at some of the top 3 softwares and their differing and unique features:

1. Zoom

Currently at 200 million daily users, Zoom is the most popular conferencing app. It has great features, such as supporting 100 video participants and allowing screen sharing/recording, chats, and searchable history. The user interface is simple and streamlined—easy to use for a wide variety of consumers. It is also highly regarded for the security features—password protection, locking, and switching off participant abilities are some of the ways customers can take control of their privacy.

As for the future, Zoom reports up and coming developments for the application in their 2021-2022 blog [1]. Some features currently in the works include:

- a. Zoom Events Conference: a way to empower and engage new communities through multi-day events equipped with lobbies, chats, networking, analytics, and more.
- b. Zoom Whiteboard: a digital canvas which will enable real-time collaboration similar to an in-person “white-boarding” session
- c. Platform Security: encryption keys and end-to-end encryption for Zoom Phone

2. Microsoft Teams

At number two, Teams is Zoom's current largest competitor. Their most advantageous feature is the ability to streamline and integrate each and every feature through Microsoft's huge variety of applications. Whether it be e-mails or calendars, data from Teams is easily—and usually automatically--transferable to other Microsoft applications. Creating a Team will also create a SharePoint site which automatically stores team files. Teams supports the shared mailbox and calendar functionality, as well as the ability to open PDFs through the application rather than a third party. There are many more ties to the full Office 365 suite that Zoom simply cannot currently offer to its users.

Bottom line—its target audience is more focused toward users who require an online meeting environment rather than a video conferencing platform. This does have drawbacks, including a less streamlined and more complicated user interface and unnecessary storage consumption for customers such as college students.

3. WebEx

Cisco's WebEx is the third relevant platform, allowing users the feature of secure virtual workplaces. Their most significant feature is the ability to integrate with third party Cloud applications and is mostly used by major enterprises for that reason. Since it is mostly used by corporations, it offers excellent security features. It also supports file and desktop sharing, already includes a whiteboarding feature, and polling tools. It is also not only video, but also audio focused, which means customers with a broad range of technologies can participate.

The downside: the application can be costly to independent users and therefore not entirely targeted toward college students. The business plan is intended to scale beyond 200 people in a corporate-like setting.

Methodology:

In order to have a deep understanding of Zoom, research on Zoom is conducted using two specific tools: Online sources and Google Survey.

Online sources such as articles, academic peer review papers and platform's websites are valuable sources to have a good overview regarding comparisons between each video conferencing platform, their unique benefits and the possible shortcomings of each platform. In order to understand a platform, it is important to study its unique features as well as its progress to success.

Meanwhile, Google Survey can be used to gather specific opinions of students on Zoom and other platforms, which gives us a better understanding of what the students want. Online surveys are used for this report due to how easily they are shared and how quickly they can be done compared to data collection through interviews, which is often more time consuming and costly, making it the less appealing option for this report (Tyreman, "In-Depth Interview vs. Online Survey"). The survey focuses on answering different aspects such as Zoom's biggest competitor, the reason behind Zoom's popularity among colleges or potential improvements Zoom can bring to engage more students in Georgia.

The survey will be sent out to the Georgia college students. In order to understand how widespread the Zoom Video Conference platform is in Georgia, the survey will have

participants from different colleges in Georgia like the Georgia Institute of Technology, the University of Georgia, Georgia State University, and more. The survey contains 15 questions; not all questions are multiple-choice. The first section of the survey is the "informed consent," to introduce the purpose of the study and the criteria to participate further in the survey.

In the second section, the questions are about the participant's age, if they are a Georgia college student and the institute's name. In section three, where participants were

Informed Consent

You are invited to participate in a research study about which video conference platforms college students will use for school, team works, jobs, interviews, etc. This research study aims to understand the student's choices better so that [Zoom Video Communications](#) can improve its video conference platform for Georgia students.

This study is being conducted by the [Office of Student Development in Georgia](#). The study will help improve [Zoom Video Communications](#). Participating in this study may not benefit you directly, but it will help us learn about our students' needs while in school. You may find answering some of the questions upsetting, but we expect this would not be different from the things you discuss with family or friends.

The information in this study will be used only for research purposes and in ways that will not reveal who you are. You will not be identified in any publication from this study.

Please note: You must be older than 18 but not over 25 to participate in this study.

If you have any *questions* about this study, don't hesitate to get in touch with *Nguyen* at: khoinguyen.leho@gmail.com

The survey will take about 5 minutes to complete, though take as much time as you need.

Do you want to participate? *

☐ Yes

☐ No

Next

Clear form

asked about the video conference platform. The questions include whether the participant has ever used a video conference platform. If yes, select one platform they used most often and how often they use it, and then they will be asked to select up to two choices that best describe why they chose to use the platform. Section four is the most important in the survey, where the participant will answer questions about the platform. They will be asked to rate their satisfaction with the platform they choose and whether they know how to use in-depth functions provided by the platform. Further in that section, the participants will be asked to input their opinions by writing short answers about what they think are the most important features, which features that platform is missing, and how the platform can improve. The participants will rate how easy the platform is and if they will recommend it to other college students.

Findings:

The survey strictly collected responses from college students currently studying in Georgia from 18 but not over 25 years old. The participants also know how to use or have used video conference platforms.

The following data tables are listed below to show the list of participants from 1 to 16. In data table 1, the table lists the participants according to their institute, and the choice of the platform is color-coded by their institution. Following the table, the pie chart shows the percentage of which platforms college students use the most. Further data tables will remain color-coded to see the participants' institute quickly, similar to the first table. In data table 2, the table will include data on how often the participants use the platform and why they chose "that" platform. Following the table, the pie chart shows the percentage of how often participants used the platform. In data table 3, the table will include participants' responses on how in-depth they know how to use the features provided to them, the participants' opinions on which features are essential, and what they thought about features missing from the platform. In data table 4, the table will include the participants' satisfaction ratings; they will rate how easy to use the platform is and would like to recommend the platform to other students, and the recommendation for improving the platform. The pie chart shows the percentages of the participants' satisfaction following the table.

Figure 2.1-2.2:

Participant	Institute	Platform Choice
1	Georgia Institute of Technology	Microsoft Teams
2	Kennesaw State University	Microsoft Teams
3	Kennesaw State University	Microsoft Teams
4	Georgia State University	Webex
5	Georgia State University	Webex
6	Georgia Institute of Technology	Microsoft Teams
7	Georgia Institute of Technology	BlueJeans
8	Georgia Institute of Technology	Microsoft Teams
9	Georgia Institute of Technology	Zoom
10	Georgia Institute of Technology	Zoom
11	Emory University	Zoom
12	University of Georgia	Zoom
13	Emory University	Zoom
14	University of Georgia	Zoom
15	University of Georgia	Zoom

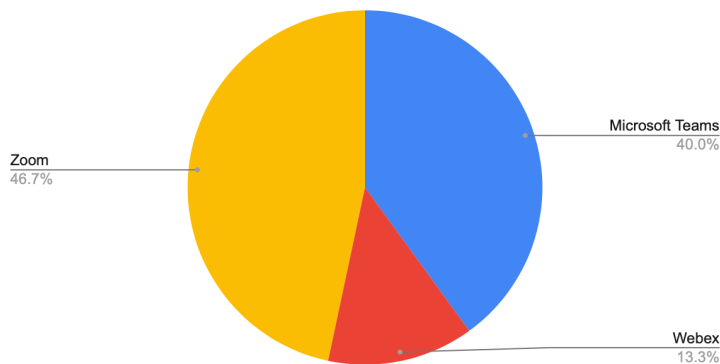
16	Georgia Institute of Technology	Microsoft Teams
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(Georgia Institute of Technology - GT; Kennesaw State University- KSU; Georgia State University- GSU; Emory University- EU; University of Georgia- UGA)

The survey collected many student responses from Georgia colleges, like the Georgia Institute of Technology, Kennesaw State University, Georgia State University, Emory University, and the University of Georgia.

According to the data table, there were seven students from GT, two from KSU, two from GSU, two from EU, and three from UGA. Because of the limited time, the responses were not evenly distributed among the institutes.

Count of If yes, please select one platform that you use most often.



The participants from GT had selected Zoom, Microsoft Team, and BlueJeans as their choice of the platform that they use most often. However, BlueJeans are no longer provided to the student by the institute after June 14, 2022 (Hill, “BlueJeans to Sunset at

Georgia Tech”). For the purpose of the research, the responses from participant #7 will no longer be included in further study. 4 out of 6 participants selected Microsoft Teams as the video conference platform they use most often, whereas the other 2 participants chose Zoom. The two participants from KSU had selected Zoom as their most often used platform. Two GSU participants chose Webex. Lastly, two EU and three UGA participants chose Zoom for their most frequent use platform.

Figure 3.1-3.2:

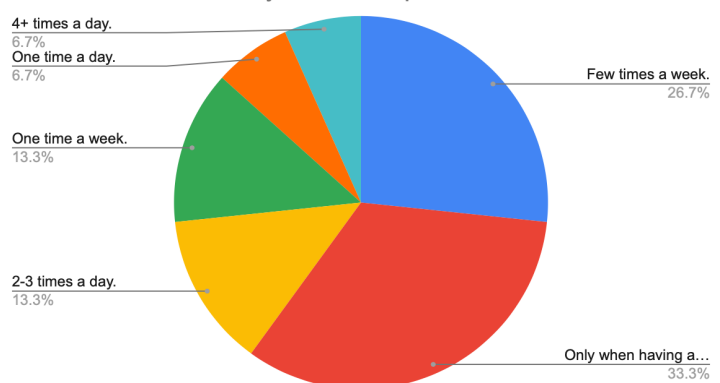
Participant & Platform Choice	How often?	Why choose this platform?
1- M Teams	Few times a week.	Provided by your institution. & Other students/people you know use it.
2- M Teams	Only when having a meeting/class.	Provided by your institution. & The platform overall has better features compared to the others.
3- M Teams	Few times a week.	Provides the best quality/experience when in meetings. & The platform overall has better features compared to the others.
4- Webex	Only when having a	This platform is what most instructors of online courses use.

	meeting/class.	
5- Webex	Few times a week.	Provided by your institution.
6- M Teams	2-3 times a day.	Provided by your institution. & Other students/people you know use it.
8- M Teams	Few times a week.	Provided by your institution.
9- Zoom	2-3 times a day.	Provided by your institution.
10- Zoom	Only when having a meeting/class.	Other students/people you know use it.
11- Zoom	Only when having a meeting/class.	Provided by your institution.
12- Zoom	One time a week.	Provided by your institution. & Other students/people you know use it.
13- Zoom	One time a week.	Provided by your institution. & Other students/people you know use it.
14- Zoom	Only when having a meeting/class.	Other students/people you know use it.
15- Zoom	One time a day.	Provided by your institution. & Other students/people you know use it.
16- M Teams	4+ times a day.	Other students/people you know use it. & Provides the best quality/experience when in meetings.

From the data table and the pie chart, 33.3 percent (5) of participants said they only use the platform when they have class (online class) or meetings. 26.7 percent (4) of participants said they use the platform only a few times a week, 13.3 percent (2) use it one time a week, 13.3 percent (2) use it 2 to 3 times a day, 6.7 percent (1) use one time a day and 6.7 percent (1) use it more than four times a day.

From the data table, 10 out of 15 participants said one of their selections was "provided by their institute" when they had to choose one or two choice(s) that describe why they use this platform. 9 participants said they used the platform because the other students and

Count of How often do you use this platform?



people they know use it. 2 participants care about how they feel about the platform quality in meetings. 2 participants pick the platform because the platform they choose has better features when compared to the others. And only one participant decided to use the platform because the instructor used this platform for the online courses; this answer is not too different from the "provided by the institute" selection. Because often faculty and staff use the platform provided to them by the school and then ask their students to use that platform when studying, they know that their students can use the school account when using the platform to log in.

Figure 4:

Participant & Platform Choice	Use/ Know in-depth features	Most important features	Missing features
1- M Teams	Yes	Integration with Microsoft's Office Suite and audio transcription	I am not aware of any. I believe all this platform need is refinement on its UI and performance.
2- M Teams	No	Can share files and classify files for easy use and private access	It can add join password in team call. Similar to zoom.
3- M Teams	Yes	User friendly and a multitude of features	None I can think of
4- Webex	Yes	Recording meetings and the screenshare are the two most important features because they allow greater accessibility for users in and out of the meeting.	A feature to allow users to break into their own groups, vs having to be assigned by the host.
5- Webex	Yes	Screen Sharing is the most important thing. Cause I use video chat when I do not understand something, like can not download a file, so the other person who is helping me might download it in his computer and while doing it he can share his screen so that I can see how he is doing it step by step	Nothing
6- M Teams	Yes	Background has a lot of good options	Sometimes the video freezes
8- M Teams	Yes	I like the file feature. I only join teams calls for my class lectures, and I can find the files I need within teams itself so everything is in one place.	Teams can't handle bandwidth very well, so when a lot of people are on one meeting, teams can slow down
9- Zoom	Yes	screen-sharing. I'm a student and a visual learner. It's important to me that my professors are able to share important information with me as well as I'm able to present information when needed.	I wish there was a Zoom calendar. I know you can add your Zoom meetings to a calendar, but I wish you could open the app and see your scheduled meetings. I'm taking all online classes, so it'd be helpful.
10- Zoom	No	I really like the share screen feature for when I want to talk about a specific element on my screen	nothing
11- Zoom	Yes	Screen sharing and communication options	No features
12- Zoom	Yes	Changing the viewer panels, pinning a user	Efficient energy use
13- Zoom	No	Simple UI. As long as it's easy to use I'm fine with it.	Nothing comes to mind
14- Zoom	No	It has a stable connection and a good audio. It is also free if the zoom is shorter than 30 minutes	It does what I need it to reliably so there is no missing features.
15- Zoom	Yes	Chat and screen sharing! It's very impo think that the featurertant to be able to communicate and be clear with what you are seeing.	I think the most important missing feature is a ability to look at a video of the meeting if you missed it.

16- M Teams	Yes	Being able to view my settings before entering a meeting	Touch up feature
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From the data table above, 11 out of 15 participants know and understand how to use the in-depth features like background changing, chat function, screen sharing, and more provided by the platform they used. When the participants were asked to input their opinion of which features from the platform they use are the most important to them. Most participants (5) agree that screen-sharing is an essential feature and what they need for studying and working. Participants also included:

- Recording the meeting.
- Changing their video background.
- Chat function.
- Simple UI that they could easily understand how to use.

as function(s) necessary to them when using the platform. The most popular function among Microsoft Teams participants was the ability to share files/ documents through chat, which are easy to access (no other application needed) and easy to organize. Microsoft Teams participant #16 said that "being able to view the video settings before joining a meeting" is essential. These two functions can be found in Microsoft Teams but not in Zoom. When participants were asked to input their opinion on the missing feature from the platform they use, many thought the platform did not miss any features. Other missing features like the ability to join the meeting with code or the ability to create the breakout room on Microsoft Teams and Webex, but could be found on Zoom. Many Microsoft Teams participants think their video meeting usually freezes; they cannot have many people in one meeting. If they have too many people, the video will "slow down." Lastly, participant #9 think that Zoom should have a Zoom calendar feature because this could help when taking online classes.

Figure 5.1-5.2

Participant & Platform Choice	Satisfaction	How easy is it to use this platform?	Recommend this platform to other college students?	What needs to be improved?
1- M Teams	Slightly satisfied	Somewhat easy	Neutral	Using less system resources (CPU, RAM usage) and less internet bandwidth
2- M Teams	Satisfied	Somewhat difficult	More or less unlikely	Files are a bit hard to find if the team group is big, maybe a find file location function would help.
3- M Teams	Satisfied	Somewhat easy	Likely	Possibly make the user interface more simple
4- Webex	Satisfied	Difficult	Not likely	I feel that webex is satisfactory for my school meetings, which is the only reason I use this platform. Screenshare and recordings are great features of the program and I do not feel that anything important is missing for school use.
5- Webex	Satisfied	Easy	Likely	I believe its good enough

6- M Teams	Satisfied	Somewhat easy	Likely	Better quality
8- M Teams	Slightly satisfied	Somewhat easy	More or less likely	Better call quality. The sound will cut in and out and it's difficult for some people to see a shared screen if they don't have the teams app.
9- Zoom	Satisfied	Difficult	Not likely	There should be double-authentication for unmuting. It would help me and others that have accidentally unmuted during class/work.
10- Zoom	Slightly satisfied	Somewhat difficult	More or less unlikely	The chat function could be integrated better into the platform
11- Zoom	Neither	Somewhat easy	Not likely	None, the platform does what it needs to well
12- Zoom	Satisfied	Somewhat difficult	Neutral	Efficient energy use; more integrated loading screens
13- Zoom	Satisfied	Somewhat difficult	More or less unlikely	Maybe better integration into other platforms.
14- Zoom	Satisfied	Easy	More or less likely	It could be completely free for any amount of time. The UI could be improved.
15- Zoom	Slightly satisfied	Somewhat easy	More or less unlikely	Zoom could make it easier to access meetings and create accounts.
16- M Teams	Slightly satisfied	Difficult	Neutral	Provide ability to touch up appearance

From the data table above, 7 out of 16 participants choose Zoom as their video conferencing platform. Out of 7 Zoom users, 4 are satisfied, while the rest are either “slightly satisfied” or “neither”. However, 5 out of 7 Zoom users are “not likely” or “more or less unlikely” to recommend this platform to other college students. Surprisingly, 4 out of 7 Zoom users think that the platform is “difficult/somewhat difficult” to use, while the rest think that it is “easy/somewhat easy”. This indicates that while the students are fairly satisfied with Zoom, they are not willing to make Zoom a recommendation to other fellow students as there are still some certain limitations such as lack of user friendliness.

This table also indicates that Microsoft Teams is one of Zoom’s biggest competitors as 6 out of 16 participants choose Microsoft Teams as their video conferencing platform. All 6 participants rate their experience with Microsoft Team as “Satisfied/Slightly satisfied”. In terms of user friendliness, 4 out of 6 participants think that MS Teams is “somewhat easy” to use. Participant #3 and #6, who think that MS Team is somewhat easy to use, also state that they are likely to recommend MS Team to other college students.

All the participants that use Zoom provide various potential improvements, which include:

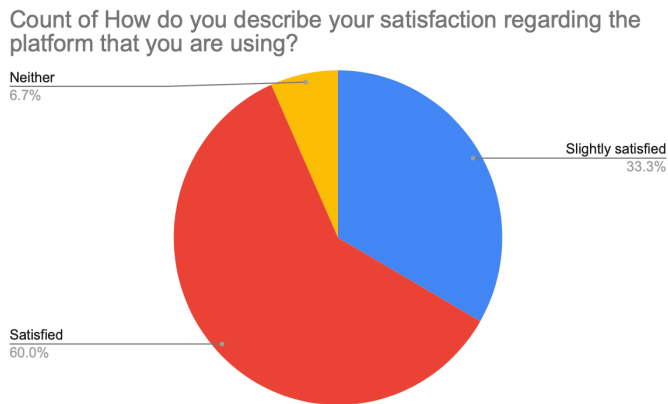
- + Double-authentication for unmuting
- + Chat function
- + More and better integrations into other platforms
- + UI
- + Meeting and account accessibility

+ Pricing

Meanwhile, Microsoft Team's feedbacks is mostly about user interface and call quality.

Sixty percent (9) of the participants rate their satisfaction as "satisfied" while using their chosen platform. 33.3 percent (5) of the participants rated "slightly satisfied," and 6.7 percent (1) of participants rated "neither." 4 out of 7 Zoom participants selected "satisfied," 3 selected "slightly satisfied," and 1 selected neither satisfied nor dissatisfied. Zoom participants have mixed answers when asking if the platform is easy to use. 1 selected easy,

2 selected somewhat easy, 3 chose somewhat difficult, and 1 selected difficult when using the platform. Furthermore, many Zoom participants think that they will more or less unlikely or not likely recommend Zoom to other students. 1 said "likely," and 1 said "more or less likely " that they will recommend other students use Zoom.



Discussion:

Based on the collected responses data from the survey, Zoom Video Conference is the most popular platform used by college students in Georgia based on the data from *table 1*. However, because of the limited time for the survey, if there were more college students from Georgia State University (GSU) or Kennesaw State University (KSU), they took the survey. The data will change dramatically, and Microsoft Teams likely is the "first to go" for college students' choice.

- How could Microsoft Teams be the lead in the most popular video conference platform among Georgia college students?

According to the article "Video Collaboration Review at Georgia Tech," even though the institute is licensed with Zoom and allows its staff, faculty, and students to access the platform. But GT also offered Microsoft Teams as another option to enable them to meet virtually, securely store and share files, and collaborate on projects and coursework."

Based on *table 1*, 4 out of 6 participants from GT picked Microsoft Teams as the video conference platform that they used the most; the other 2 participants used Zooms. Next, the participants from KSU also pick Microsoft Teams as the platform they use most often. According to the KSU- Information Technology Services website and comparing charts between Teams and Zoom by KSU. KSU licensed Zoom and provided Microsoft Teams to their faculty, staff, and students; it is similar to GT. 2 out of 2 participants from KSU chose Microsoft Teams as the platform they used most often.

If more participants from GT and KSU take the surveys, Microsoft Teams will likely lead. Because of the trend, more students from these two colleges will use Microsoft Teams more often. Later, we will find out why these two colleges use Microsoft Teams more often.

Next, move on to data *table 2* from the finding section. From the table, we can see how often each participant used the platform and why they chose to use it. Most people use the platform when they have classes or meetings, and some use it a few times a week, 2 to 3 times a day, and so on. But most importantly, people use "that" platform only because their institute provides them access through their school account. Let's come back to the question we previously answered; we can now understand why the two schools chose to use Microsoft Teams instead of Zoom.

Three out of 4 Microsoft Teams users from GT and 1 out of 2 Microsoft Teams users from KSU used the platform because the institute provided it. The article "Does Office 365 include Teams with enterprise licenses?" shows us that, even though Teams offers a free plan, the version that includes more features is provided with the Office 365 plan. All colleges from the survey provided their students and faculty access to Office 365. So far, we know that GT and KSU provided Teams for their students. According to the article "GSU- Web Conferencing and Collaboration Technologies for Teaching," Georgia State University offers multiple video conference platforms to their faculty, staff, and students like WebEx, WebEx Teams, and Microsoft Teams. Like GT and KSU, UGA and EU also provided Zoom and Microsoft Teams access to their staff, faculty, and students, according to articles:

UGA- Microsoft, and EU- Teams. In short, Microsoft Teams quickly led the chart since not only do these colleges provide Office 365 to their students, and Microsoft Teams is one of the applications included. And also, most participants said they picked the platform because their institute provides them access.

The other popular choice is because the other students and people they know use it. However, this answer is not different from the answer "provided by the institute." Because the students and people around the participants used the platform provided by the institute to study for class or to have meetings, the participants also had to/ follow others to use the same platform. However, this could not be too accurate since the participants also want to use the platform that has the best feature provided to them.

Based on the data in table 3, almost all participants understand how to use in-depth features provided by their chosen platform, like changing background, using the chat function, screen sharing, and many more. Two Zoom participants do not know how or never have used the in-depth features before. However, Zoom participant #10 does not use in-depth features, but in the next question, the participant said they like the screen sharing feature when talking about specific things while in a meeting. It seems inaccurate when participant #10 stated not using in-depth features before. The other Zoom participant also does not know or have ever used in-depth features, and they don't think using features is essential; the most important is how simple the UI is.

- Building upon the previous questions of why Microsoft Teams can lead Zoom in the race, we must understand what college students want to use and what is better.

In the survey, we ask college students to input their answers by writing in a few sentences what they think are the most important features when using the platform. Some important features that students believe are most important to them are screen-sharing and changing backgrounds. These two features can be found in Zoom, Microsoft Teams, Webex, and more. However, some features that many Microsoft Teams users think are essential when studying or having a meeting is the ability to share files and an easy-access calendar. Able to access files on Words, Powerpoints, and many more directly on Teams with no extra application needed to be installed. "Teams allow you to collaborate with classmates and co-workers anytime, anywhere. It's deeply integrated with Office 365, making it easy to chat, work on documents, and conduct and schedule meetings. Meet, collaborate and work securely with video conferencing; collaborate quickly with other Team members using Teams Chat; share your screen while participating in a Teams call or meeting; store, share and edit files with built-in access to OneDrive, OneNote, and productivity apps," (UGA, "Microsoft Teams"). Webex users can also share and access the files with the teams within the Webex application without using external apps. WebEx Help Center says, "You can choose a file directly from OneDrive or SharePoint Online. After you share the file in your space, people can edit the file directly from the Webex App. More than one person can edit the file simultaneously and see all the updates."

Sadly, this is not the case for Zoom. Even though Zoom users can share files, unlike Teams and Webex, Zoom users can file share easily while in meetings using the screen sharing feature, but sharing a file in the chat/group is not easy to access like the other two platforms. In Zoom, "file sharing integrations allow you to share your Box, Google Drive, Microsoft OneDrive, and Microsoft SharePoint files. You can share a file in Zoom chat with individual contacts, multi-user chat groups, and channels. Shared files are not directly uploaded to Zoom; instead, this will create and post a shareable link for the file. Contacts in the chat can click the file to open a browser and view the file using the third-party file sharing service." (Zoom, "Using File Sharing Integrations")

- Moving forward, what improvements can be made for Zoom to sustain its popularity.

Based on the data in table 4, Zoom is still the most popular among college students. However, there are different improvements, both in front-end and back-end, for the platform to improve. In terms of user interface, a common problem is the mute/unmute button. Most college students come across the problem of accidentally unmuting during calls. One possible solution is double-authentication for the unmute/mute button. This can prevent potential unwanted unmute/mute action. Another common feedback focuses on integrations. Compared to Microsoft Team, Zoom has less integrations. According to Zoom's website, "Downloadable plugins include the Microsoft Outlook plugin, the Google Chrome extension for scheduling with Google Calendar, the Firefox add-on for scheduling with Google calendar, and the Skype for Business (Lync) plugin". Meanwhile, Microsoft Teams offer integrations with Twitter, ServiceNow, Adobe Creative Cloud, Trello,...In terms of usability, Zoom needs to improve on its procedure on creating accounts and accessing meetings. Based on our data, most college students have difficulty finishing those tasks.

Conclusion with Recommendation:

Even though Microsoft Teams has more features that users want to see, like direct access to files and calendars, college students will likely use Zoom because it is easier to access and create an account. In contrast, Microsoft Teams is likely to be used by professionals. However, Microsoft Teams has many more advantages due to it being created by Microsoft, including being part of their Office 365 package. This can be seen in how many institutes in the state of Georgia, like GT, KSU, GSU, UGA, EU, etc. provide Office 365 access to their students and faculty.

Let's think on the bright side though; Zoom is a revolutionary video conferencing platform, even after many controversies like when Zoom users suffered many meetings being hijacked during the pandemic. *Zoom Bombing* is even a recent term established to refer to "the unwanted, disruptive intrusion, generally by internet trolls and hackers into a video conference/meeting," (DCC, "What is Zoom Bombing?"). Furthermore, there was also the more recent 2021 scandal that concerned, "violated users' privacy rights by sharing personal data with Facebook, Google, and LinkedIn and letting hackers disrupt Zoom meetings in practice called 'Zoombombing'" (CNBC, "Zoom reaches \$85 million settlement over user privacy and hacker 'Zoombombing'"), yet many users worldwide continue to trust and use the platform. Recent statistics have stated that Zoom had 350 million daily meeting participants in 2022 (Wise, "Zoom Statistics 2022"), and many ivy league universities trusted and licensed Zoom, like Harvard University, Massachusetts Institute of Technology, and Yale University. In Georgia, many institutes are licensed with Zoom, like Emory University, the University of Georgia, and most recently, Georgia Institute of Technology. According to the article "Georgia Tech Announces Zoom Soft Launch," the institute evaluated several options to replace their previous video conference platform BlueJeans. GT has stated that they consider Zoom to, "enable secure, reliable, and flexible course delivery and student learning; support virtual classrooms and meetings of multiple sizes, and facilitate effective collaboration and communication across the institute." Yakut Gazi, Ph.D., associate dean for Learning Systems at Georgia Tech Professional Education, also said that, "not only did Zoom, to a large extent, meet our committee's criteria, but it is also one of the most widely used video collaboration tools," and that is why Zoom was eventually chosen to be the main video conferencing platform for Georgia Tech (GT, "Georgia Tech Announces Zoom Soft Launch").

Here is the Office of Student Development in Georgia's recommendations to Zoom on what can be done to improve user experience and user base numbers in Georgia colleges and universities.

- Recommendation 1: Use what Zoom already has that the competitor doesn't.

From the survey, some Microsoft Teams and Webex participants wanted their choice of platform to have features like breakout rooms and shareable room codes. These two features are not found in other major platforms but can be found in Zoom, so it is very important for Zoom to highlight these in-depth features when proposing business opportunities with any potential customers. Features like these are highly valued to schools that already use them, as many instructors want to have the breakout teams feature for their classes because it allows the students to have more engaging virtual group work, and the join-code is another feature that is said to make Zoom much easier to access and allows for those without Zoom accounts to join meetings, which is great for colleges with events, seminars, etc. where not every member will have an account. Highlighting these features is key, as universities are more likely to consider licensing with a platform if they know it could benefit their students in ways the others cannot. Zoom should mainly target professors/instructors when it comes to these features, as they're the ones who'll most often be implementing them with their students and in their meetings.

- Recommendation 2: Do a more in-depth survey on Georgia colleges and research.

Because this survey was on a much smaller scale and focused on a select few colleges in the state, the data does not entirely represent the state of Georgia as a whole. Our team could only conduct the survey with students from five prominent Georgia universities in such a short time, but there are 128 colleges and universities in Georgia in total, which means there is more opportunity for data collection. Zoom should continue this avenue of research and especially contact colleges that are not already Zoom customers. For instance, we now know that GSU is not licensing with Zoom and instead are licensing with WebEx. GSU is a university with more than 52,000 students, the largest student population in Georgia (GSU, "Georgia State - About"), which makes it all the more valuable to gather more data on this topic.

In conclusion, with the right focus in advertising and proper improvements in user experience, the Georgia universities user base for Zoom will grow larger and faster than ever before. Zoom should use its inherent advantages over their competition to get more Georgia students to use its platform and more schools to license it. Don't just look at the statistics of the number of daily users, but look at the number of account users. Since many students still study and work from home because of the effect of Covid-19, Zoom should continue to work as fast as possible to get more customers before fewer people are interested in using video conferencing platforms in their daily lives. But do not forget, Zoom also needs to continue to improve the platform on top of advertising what they already have, as understanding and implementing what students and universities want to see in Zoom is still the best way to grow and maintain the user base.

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Appendix

1. Zoom Announces Planned Innovations to Ignite the Next Era of Communications:
<https://investors.zoom.us/news-releases/news-release-details/zoom-announces-planned-innovations-ignite-next-era#:~:text=To%20foster%20a%20more%20inclusive,and%20equally%20by%20remote%20employees.>