



# Secure Mail

## BENCHMARKING RESEARCH REPORT

Amy (Ying-An) Chen, Hannah Faye Chua, Joey Vallejo, Andy Liu, Betsy Wang, Gayathri Somanath

## SAMPLE\_Executive Summary

### Background

Secure Mail has a difficult time competing with its competitors. We need to know where the gaps are in order to guide the redesign effort and discover common use cases.

### Method

- Gap analysis
- Experience testing with 20 participants

### Key Findings

- Gap analysis: Most competitors have A and are trying to do B
- Experience testing: Secure Mail is competitive in C but not good in D.

### Implications

Secure Mail should focus on improving X. Z is not urgent.

The logo for Citrix Secure Mail is positioned on the right side of the slide. It features the word "CITRIX" in a small, white, sans-serif font, with a registered trademark symbol. Below it, the words "Secure Mail" are written in a larger, white, sans-serif font. The background of the slide is a light purple color with a large, dark purple circular graphic on the right side that partially overlaps the logo.

CITRIX  
Secure Mail

## SAMPLE\_Method Chosen Competitors



1. Enterprise based email apps

2. Good amount of users

3. Main competitors

4. Good ratings and reviews;  
Recommended by our customers



App 1



App 2



App 3



App 4



App 5



App 1



App 2



App 3



App 4



App 5

## SAMPLE\_Findings from each gap analysis category



Email

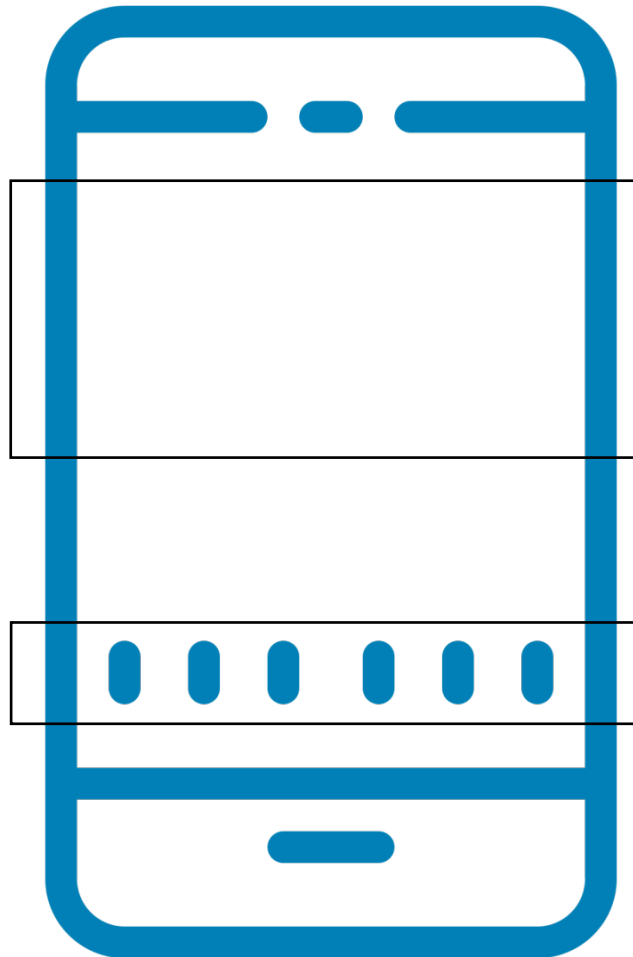


App 1

App 1 is the best among all the competitors in this category because of sub-findings 1, 2 and 3.

1. Sub-finding 1

2. Sub-finding 2

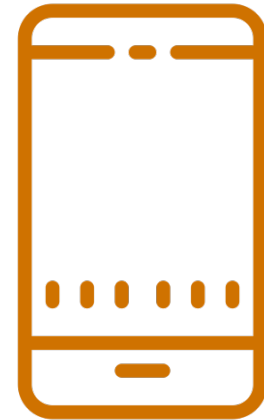


3. Sub-finding 3

App 2

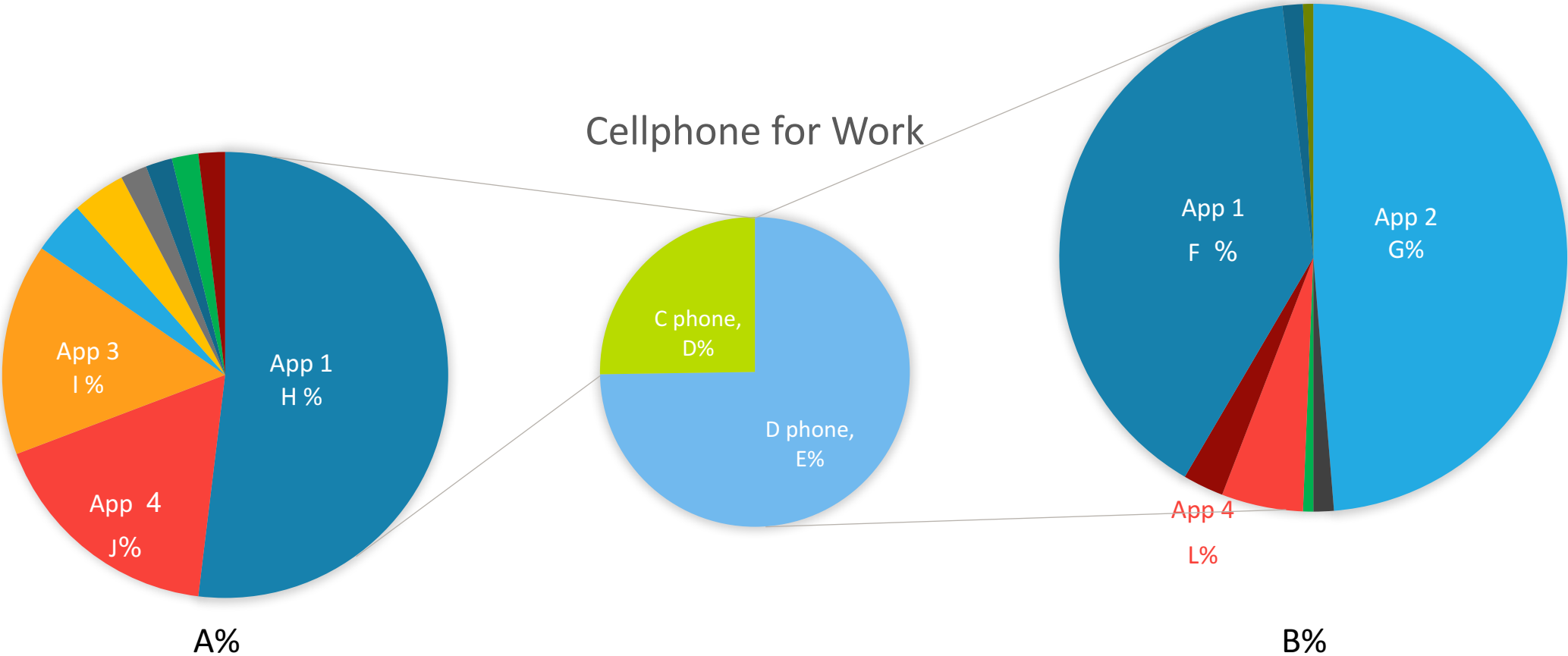


App 4



# SAMPLE\_Findings from the screener survey

Based on people in Bay area who check calendar and email daily: X out of Y outreach survey responses. The survey was sent out to recruit participants. Around Z% of the people who respond they use Phone K answered that they either use App 1 or App 2 for work.



## SAMPLE\_Findings from experience testing

Based on 6 experience testing participants who had never used Secure Mail before and tested Secure Mail during the session



Email

- X icon is unclear



Calendar

- Action Y is difficult
- Z is easily ignored



UI

- L is unrecognizable
- M is confusing



CITRIX  
Secure Mail

## SAMPLE\_Design recommendations: e.g., Enable X gesture

Based on 6 experience testing participants who tested Secure Mail



Email

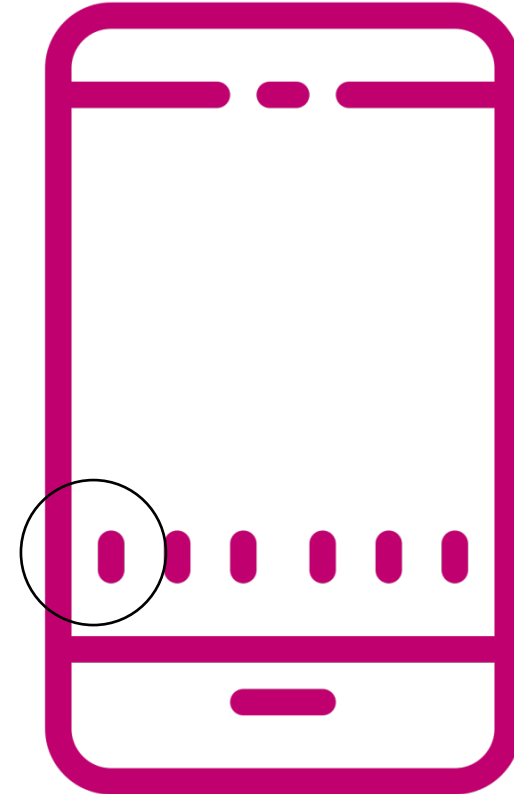
- X icon is unclear  
Very few people can tell the function of the icon.

*"...I don't know what it was. Looks like you can do X by clicking that icon...?" — Participant 1*

*"The icon is not necessary if I can use X gesture. Just use the gesture instead of using that icon. It's confusing." — Participant 2*



Except App 2, all the competitors support X gesture with their inboxes.





# REAL\_Final full report in PowerPoint



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



17



18



19



20



21



22



23



24



25



26



27



28



29



30



31



32



33



34



35



36



37



38



39



40



41



42



43



44



45



46



47



48



49



50



51



52



53



54