Survey Response Analysis

I created a survey and shared it directly from within the Google form using Slack, Reddit and email.

My data analysis is based on the summary of 15 responses, displayed as series of charts, graphs and text. I collected the opinion of a group, comprised of designers, college students and other professionals who will more likely benefit from a product like Blocbox. I could determine the following potential patterns:

Devices and browsing

Top four used devices are smart phones, laptops, desktop computers and tablets. About 75% of the users browse on their smart phones and laptops, although some of the participants also use desktop computers and tablets. Social networks, videos, and news were the most popular sites to visit.

Based on this information, we'll need to focus on creating responsive site so our users can access and view content in Blocbox from any device.

Saving content

80% of the audience saves content some of the time, usually by bookmarking items in the browser.

Based on the responses, managing bookmarks is a common problem, as not everything can be saved and things get lost due to poor organization. Better navigation, grouping the content and adding note-taking futures will be a focus as we design Blocbox.

Competitors

Pinboard was mentioned in the survey results as a potential competitor; it lets users bookmark from any browser, connect up to three Twitter accounts (and favorites), and sync with popular services like Instapaper or Pocket. It has a poor UI but we will look at its features and assess if it is among the top competitors.

Competitive analysis helps us explore top competitors among Pinboard, Pocket, Memosnag, Xmarks, Diigo and determine how Blocbox is different form them and how we can solve similar usability issues.

Writing notes

All of our potential users write notes, both for personal and business needs. Smart phone apps, Google Notes, Wunderlist and Braintoss seem to be the most popular way of capturing these notes.

Simplicity in creating notes is recommended. Users want the process to be quick and accessible, much like using traditional pen and paper. Indexing the notes for quick searches will also be very helpful feature.

Work environment

Most of our responses came from designers and other professionals, who work in a collaborative environment, and more than half of them share resources with their peers.

Being able to collaborate with ease will be required, and sharing needs to be simple.

Social

80% of the respondents have a Facebook or a Twitter account and 67% of them use a social account to register on other sites.

A requirement for Blocbox is to include social registration. We can conclude that this feature will be used by most users.

Demographic data

The people who took the survey are between 18-54 years old, and live all over North America. More then half of them are 35-44 years old.

Competitive Analysis

A List of Competitors

Based on a thorough marketing research and survey results, we can conclude that the following applications are our main competitors and greatest challenges on the market:

Pocket, Memosnag, Diigo

There are applications such as Braintoss, Drafts, Google Notes, Apple Notes, Dropbox that indirectly compete with Blocbox by offering only part of the features that our application will have, mainly solely offering note taking (Braintoss, Drafts, Google Notes, Apple Notes, Evernote) or file sharing (Dropbox) and will be excluded from this report. Applications with limited browser support, such as iCloud Bookmarks, will not be considered as well. Other applications, like Pinboard and Xmarks, are also excluded as not being visually up to par.

Positioning

Pocket offers a bookmarking tool that covers major web browser extensions, Mobile apps, web based interface and much more. The links are automatically saved to the user's profile by hitting the 'Tick icon' of Pocket in the browser. There is a future that allows adding tags to individual links for easy search. Apart from the web browser extensions, Pocket also allows users to send an Email to add@getpocket.com with Subject as the title and the link in the body content. It also features a web-based dashboard for all the bookmarked pages, categorized by favorites, articles, tags, images, videos, etc.

Memosnag is a free application for web and mobile that lets users capture, organize and share online content. The app works with a browser extension that lets users track articles, images, text, videos and web pages in one dashboard. Memosnag supports the Google Chrome and Mozilla Firefox browsers on web and iOS and Android on mobile. It has an automatic citations future and content can be shared with anyone.

Diigo is a social bookmark manager app that offers users a lot of tools to be connected to their services. One of the key feature of Diigo is its ability to add annotations to your Bookmarks. By using one of their web browser extensions, it allows users to highlight relevant content by using the 'Annotate' option from the Diigo bookmarklet. Diigo also allows users to save the web page to read it later by archiving it or take a screenshot of the web page.

Primary Audience

If we go to our competitor's sites, we see that the content is well written and clear, with sleek UI. While Memosnag is free, Pocket and Diigo have free and premium ($45-$50/year) option for the users. We can conclude that their target audience is anyone 18-50 who would like to stay organized, is tech savy, and searches the web extensively for personal, academic or business use. Pocket, as one of the biggest ones, has over 22 million users.

Differentiators

Pocket is already integrated into more than 1500 apps including many of the popular ones, such as Twitter, Flipboard, Pulse, Zite.

Memosnag's automatic citations is a great future that we may consider integrating into Blocbox. It is also great that friends can comment and add new content to the shared collections.

Diigo's tools for navigation and organizing are very comprehensive. The annotation citations is a great future that we may consider while developing the Blocbox' note taking futures.

Blocbox' future for taking notes will set us apart. Integrating Blocbox in apps, automatic citations, adding comments to shared collections and annotations are additional feature we can consider.

SWOT Analysis

Pocket

Positive	Negative	
Strengths • sleek UI, intuitive navigation • cross-browser and cross-device compatibility • obvious call-to-action • relevant content • intuitive navigation structure • responsive design • great futures: adding tags, email content, dashboard • free and paid account	**Weaknesses** • lack of much needed features to make this a versatile tool, such as adding notes • lack of Facebook and Twitter registrations (has Gmail though) • no sharing capabilities	Internal
Opportunites • potential untapped markets	**Treats** • competition-copying features • market already saturated with similar tools • customer needs change	External

Memosnag

Positive	Negative	
Strengths • sleek UI, intuitive navigation • cross-browser and cross-device compatibility • obvious call-to-action • relevant content • intuitive navigation structure • responsive design • great futures: automatic citation, commenting • free and paid account	**Weaknesses** • lack of much needed features to make this a versatile tool, such as notes	Internal
Opportunites • potential untapped markets • making money	**Treats** • competition-copying features • market already saturated with similar tools • customer needs change	External

Diigo

Positive	Negative	
Strengths • sleek UI, intuitive navigation • cross-browser and cross-device compatibility • obvious call-to-action • relevant content • intuitive navigation structure, for the most part • responsive design • great futures: annotations, filtering, RSS feed • free and paid account	**Weaknesses** • not intuitive administrations of tags • multi-platforms experience needs work	Internal
Opportunites • potential untapped markets	**Treats** • competition-copying features • market already saturated with similar tools • customer needs change	External

Sources:
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