

# User Insight and Competitive Analysis

## Table of Contents

Summary and Demographics .....	2
User Feedback from Surveys .....	3
User Testing Takeaways .....	4-7
Competitive Analysis .....	8-11
References .....	12

## Summary

Based on SurveyMonkey, Google Analytics, and UserTesting results, the following documentation reveals the user's needs, wants, and concerns about Onebox®. The main objectives are to determine the brand's identity and develop key goals to plan for the next steps.

The overall data is a collection of the most recent methods, which are defined below:

- Surveys were active from May 2013 to October 2015 to current users via Survey Monkey;
- User testing was conducted in February 2012; and
- Google Analytics are based on 92k sessions for the month of January in 2016.

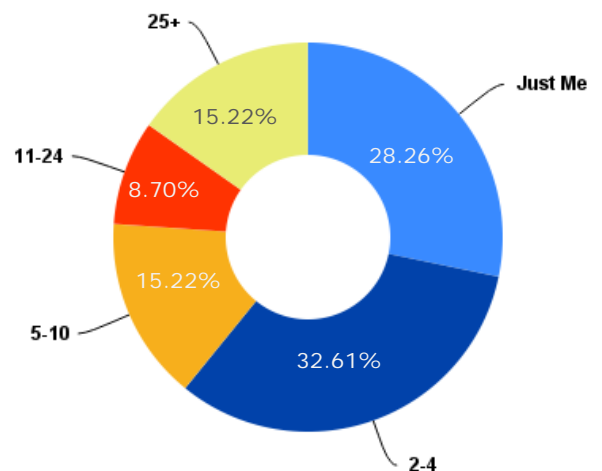
## Demographics

Majority of users are small business owners that want to have the presence of a large company.

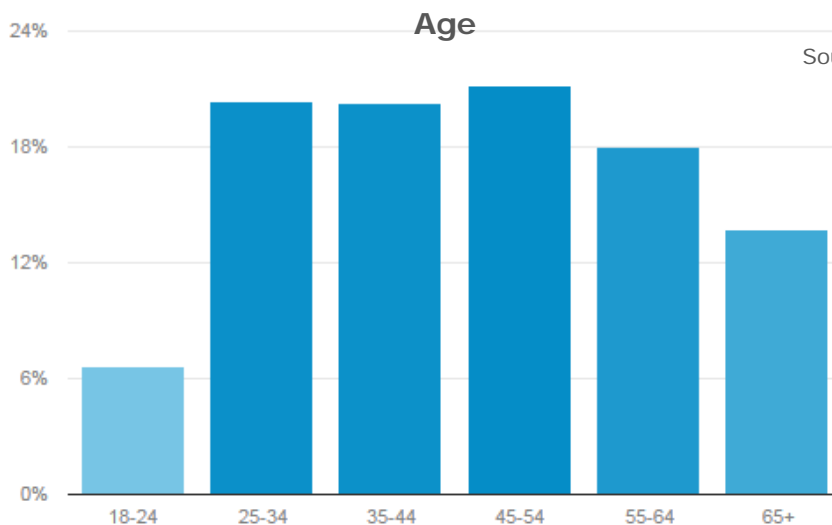
30 out of 46 people used Onebox® strictly for business use.

The age group range starts from mid-20 to mid-50. The highest measurements of users are from ages 45 to 54 and 58.8% are male.

### Size of company



Source: SurveyMonkey



Source: Google Analytics

## User Feedback from Surveys

### Expectations from the product

- Ability to keep old phone numbers
- Help their business growth and increase efficiency
- Good customer service and maintain trust
- User friendly and reliable technology

### Business Needs

- Ability to work anywhere in the world
- Time efficient and effective call management tool
- A way to stay connected with their customers
- Save money and cut down costs

### Most popular features

- Text and call when someone leaves a message / voicemail
- Mobile application
- Call routing

### Concerns

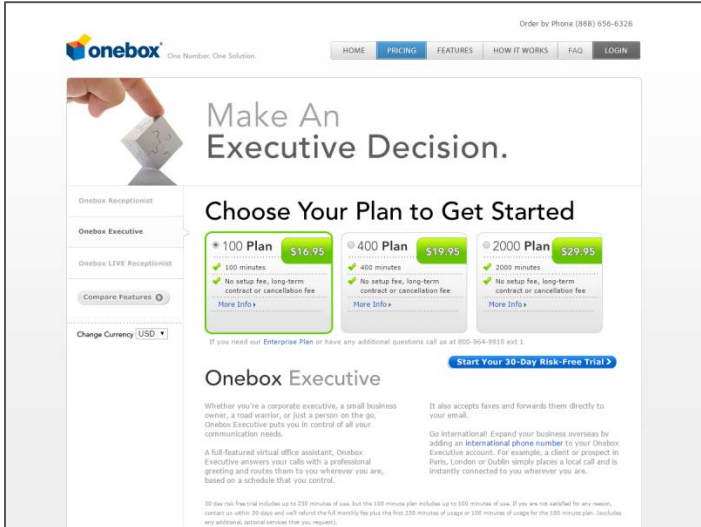
- Hidden fees
- Assistance from live representative
- Technical difficulties
- Pricing

## User Testing Takeaways



## Homepage

- Users want motion, clear message, and professional look and feel
- Clutter-free and well organized content
- 'Risk-free offer' section was overlooked



Order by Phone (888) 656-6326

HOME PRICING FEATURES HOW IT WORKS FAQ LOGIN

## Make An Executive Decision.

Choose Your Plan to Get Started

Plan	Price	Minutes	Features
100 Plan	\$16.95	100 minutes	No setup fee, long-term contract or cancellation fee
400 Plan	\$19.95	400 minutes	No setup fee, long-term contract or cancellation fee
2000 Plan	\$29.95	2000 minutes	No setup fee, long-term contract or cancellation fee

Start Your 30-Day Risk-Free Trial

### Onebox Executive

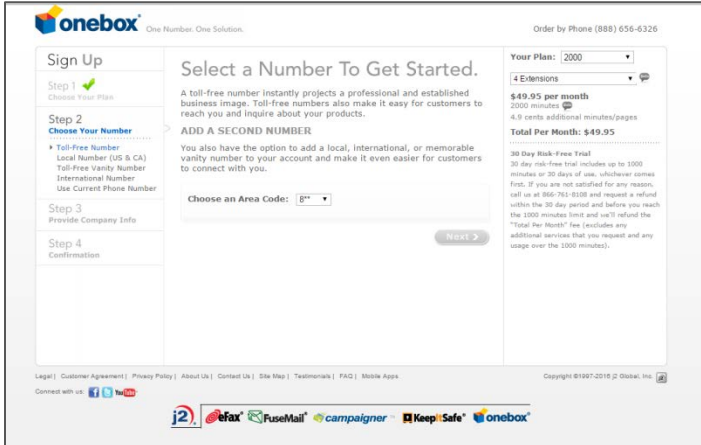
Whether you're a corporate executive, a small business owner, a road warrior, or just a person on the go, Onebox Executive puts you in control of all your communication needs.

A full-featured virtual office assistant, Onebox Executive answers your calls with a professional greeting and routes them to you wherever you are, based on a schedule that you control.

It also accepts faxes and forwards them directly to your email.

Go International! Expand your business overseas by adding an international phone number to your Onebox Executive account. For example, a client or prospect in Paris, London or Dublin simply places a local call and is instantly connected to you wherever you are.

30 day risk free trial includes up to 255 minutes of use, but the 100 minute plan includes up to 100 minutes of use. If you are not satisfied for any reason, contact us within 30 days and we'll refund the full monthly fee plus the first 200 minutes of usage or 100 minutes of usage for the 100 minute plan. Excludes any additional optional services that you request.



Order by Phone (888) 656-6326

## Sign Up

Step 1: Choose Your Plan

Step 2: Choose Your Number

- Toll-Free Number
- Local Number (US & CA)
- Toll-Free Vanity Number
- International Number
- Use Current Phone Number

Step 3: Provide Company Info

Step 4: Confirmation

### Select a Number To Get Started.

A toll-free number instantly projects a professional and established business image. Toll-free numbers also make it easy for customers to reach you and inquire about your products.

ADD A SECOND NUMBER

You also have the option to add a local, international, or memorable vanity number to your account and make it even easier for customers to connect with you.

Choose an Area Code: 800

Next

Your Plan: 2000

4 Extensions

\$49.95 per month  
2000 minutes  
4.9 cents additional minutes/pages

Total Per Month: \$49.95

30 Day Risk-Free Trial  
30 day risk-free trial includes up to 1000 minutes or 30 days of use, whichever comes first. If you are not satisfied for any reason, call us at 866-795-8188 and request a refund within the 30 day period and before you reach the 1000 minutes limit and we'll refund the "Total Per Month" fee. Excludes any additional services that you request and any usage over the 1000 minutes.

Legal | Customer Agreement | Privacy Policy | About Us | Contact Us | Site Map | Testimonials | FAQ | Mobile Apps

Copyright ©1997-2016 J2 Global, Inc.

Connect with us: Facebook, Twitter, YouTube

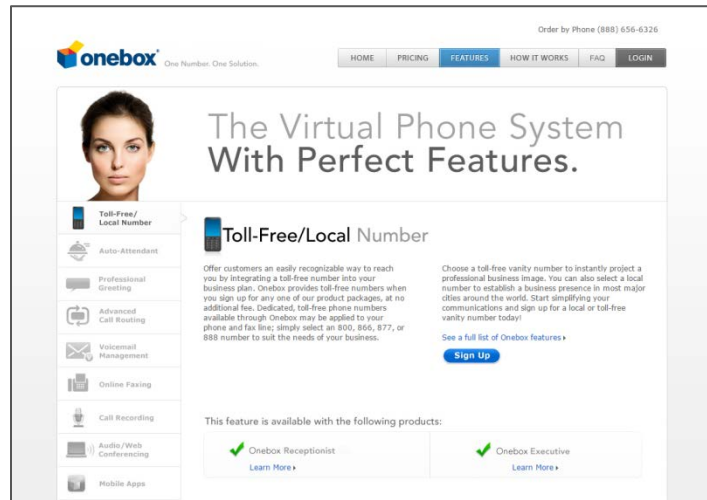
Partners: j2, eFax, FuseMail, campaigner, KeepItSafe, onebox

## Pricing Page & Funnel

- Prices are confusing and not clearly described
- 'Monthly' is only indicated on the 'more info' link and not at first glance
- Light gray on body text is easily overlooked
- Features comparison list was helpful
- Changing the plan, prefix, and number type is easy to implement throughout the funnel but out of the user's sight

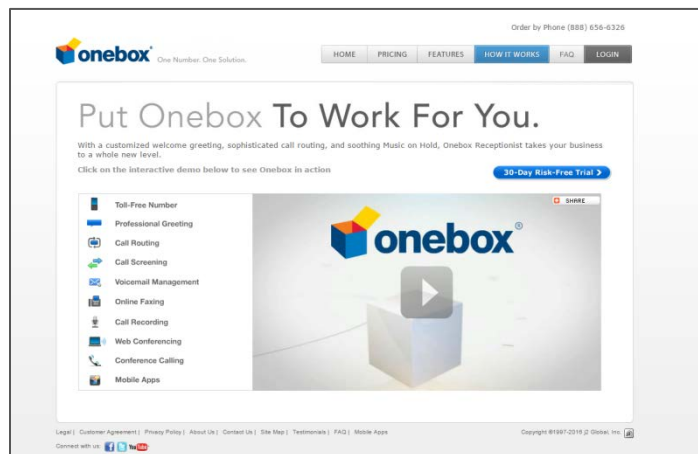
## Features Page

- Very helpful content
- Easy to navigate with clear indication of navigation
- Helpful suggestions on which plan contains the currently viewed feature



## How It Works Page

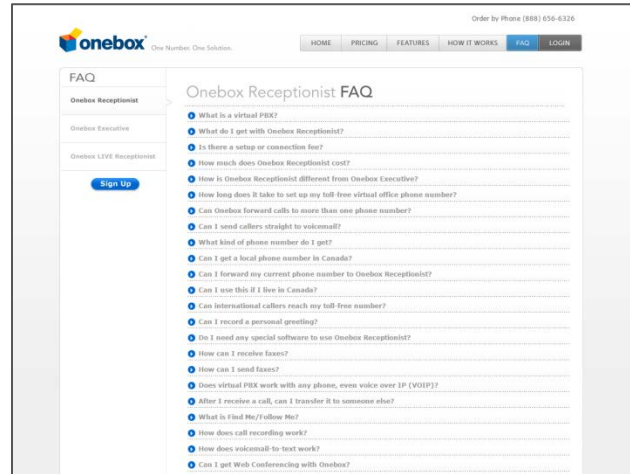
- Videos do not have a unique cover image that lets the user know they are looking at a new video
- Still doesn't show how it works, current information should be included on the features page



*"The product seemed to offer a lot of different options but I don't think the website did a good job at explaining all of the options. The website did not instill a sense of value into the consumer - why they should buy and use this service."  
-Female, 37, income \$100k+*

## FAQ Page

- Helpful list of questions and information
- No search functionality to help users access the information they are looking for
- At first glance, the user believes that the list of questions are for all plans



## Overall

- Clean design, little clutter
- Need to clearly inform users how the product works
- Need to separate from VoIP
- Redesign with mobile first practices
- Primary features
  - Any device
  - Save money
  - Too many options and little explanation of them, no sense of value
- Setup Process
  - Easy to understand

## Competitive Analysis

	Strengths
Onebox®	<ul style="list-style-type: none"> <li>• Detailed description of features with the recommended plan option</li> <li>• Videos on each feature to show how they work</li> <li>• Pricing is split into three different categories: Receptionist, Executive, and Live Receptionist</li> <li>• Android, ios, and blackberry</li> <li>• Robust services and features for business</li> <li>• Simple and professional online presence</li> </ul>
Ring Central	<ul style="list-style-type: none"> <li>• Integration with other programs and cloud services</li> <li>• Easy comparison list of features and prices</li> <li>• Sells Phones and Headsets</li> <li>• Mobile and desktop application</li> <li>• Content on website is well organized and information is accessible</li> <li>• Dedicated sections for resources and support</li> <li>• Internal Blog</li> </ul>
Halloo	<ul style="list-style-type: none"> <li>• Free account option that encourages referrals in exchange for additional minutes</li> <li>• Two simple plans for small and large businesses</li> <li>• Responsive mobile design</li> <li>• Friendly and simple web design</li> <li>• Internal Blog</li> </ul>
Freedom Voice	<ul style="list-style-type: none"> <li>• 5 star customer reviews are displayed throughout the funnel</li> <li>• The three plans include all features and pricing depend on the amount of minutes purchased</li> <li>• Mobile responsive design</li> <li>• Recent redesign with a new look and feel</li> <li>• Internal Blog</li> </ul>
eVoice	<ul style="list-style-type: none"> <li>• Step by step on how the product functions</li> <li>• 30 day free trial is visible and clear throughout the site</li> <li>• Mobile responsive design</li> <li>• Caters to small and large businesses</li> <li>• Android and ios mobile application</li> <li>• Clean and friendly look</li> </ul>

	Weaknesses
Onebox®	<ul style="list-style-type: none"> <li>• Feature comparison page is hard to find</li> <li>• List of features lives on multiple pages- features tab/page and the “Full list of features” link</li> <li>• Pricing page is confusing and complex</li> <li>• Website is not mobile friendly</li> <li>• Ranking is not found on SEMrush for keyword: live receptionist</li> <li>• Users have a negative experience with Customer Service</li> </ul>
Ring Central	<ul style="list-style-type: none"> <li>• Plans and prices do not provide detailed info on the features</li> <li>• Using subdomain for mobile site</li> <li>• Details of plans are minimal</li> </ul>
Halloo	<ul style="list-style-type: none"> <li>• Uncategorized feature list which makes it hard for users to find information</li> <li>• Too much content on one page which causes excessive scrolling on mobile</li> <li>• No videos on the products or features</li> </ul>
Freedom Voice	<ul style="list-style-type: none"> <li>• No videos to show how it works</li> <li>• Plans do not show what features are included</li> <li>• Hamburger icon is also used for desktop view</li> <li>• Website is not secure (http)</li> </ul>
eVoice	<ul style="list-style-type: none"> <li>• No audio on the step-by-step videos (animated gifs)</li> <li>• Support center relies on links and related topics to navigate to different pages</li> <li>• Features are dropdown for desktop</li> </ul>

	Opportunities
Onebox®	<ul style="list-style-type: none"> <li>• Potential to appeal many customers</li> <li>• Covers the needs of big businesses</li> <li>• Huge trends for virtual office</li> </ul>
Ring Central	<ul style="list-style-type: none"> <li>• Can ease customers from tangible phone service to virtual</li> <li>• Provides various types of resources for users to get help or access information</li> </ul>
Halloo	<ul style="list-style-type: none"> <li>• Mobile first design is evident and has a good foundation</li> <li>• Additional pricing options are seen in the second step of the funnel</li> </ul>
Freedom Voice	<ul style="list-style-type: none"> <li>• Recent website redesign shows company's growth and can attract new customers</li> <li>• Customer reviews are seen throughout the funnel which can add reassurance to new customers of the product</li> <li>• Funnel is simple and shows a \$0 balance for the free trial</li> </ul>
eVoice	<ul style="list-style-type: none"> <li>• Multiple ways of contacting representative</li> <li>• Premium features that tailors the needs of big companies</li> </ul>

	Threats
Onebox®	<ul style="list-style-type: none"> <li>• Pricing age is too complex for customers to understand options and how it works</li> <li>• Competitors provide actual phone system</li> <li>• Not a clear on why users who visit the site should buy and use the product.</li> </ul>
Ring Central	<ul style="list-style-type: none"> <li>• Cannot make a purchase online</li> <li>• Possibility of losing customers on VoIP due to industry changing towards virtual services</li> </ul>
Halloo	<ul style="list-style-type: none"> <li>• Navigation is too simple with unclear labels</li> <li>• Too much content on the Tour page</li> <li>• No comparison of price options and features</li> </ul>
Freedom Voice	<ul style="list-style-type: none"> <li>• No details on what is included on the plan options</li> <li>• Features are brief and hard to read</li> <li>• Positioned for small businesses</li> </ul>
eVoice	<ul style="list-style-type: none"> <li>• No integration with other cloud services such as Google and Dropbox</li> <li>• Competing with competitors who provide faxing services</li> <li>• Users can get lost in the support pages since there is no secondary navigation or search option</li> </ul>

## References

### SurveyMonkey

Source: <https://www.surveymonkey.com/>

Survey:

- Onebox<sup>®</sup> New Customer Survey (46 responses)
- Onebox<sup>®</sup> Customer Story (20 responses)

### UserTesting

Source:

- <http://confluence.j2noc.com/confluence/display/MK/Onebox+UserTesting+Results>

Videos: Test 1- Test 7

### Google Analytics

Source:

- <https://analytics.google.com/analytics/web/#report/visitors-demographics-overview/a889429w36170613p35586092/>

Date: January 1<sup>st</sup>, 2016- January 22<sup>nd</sup>, 2016

### SWOT Analysis

Source:

- marketing > WebTeam > Onebox > Competitive Analysis