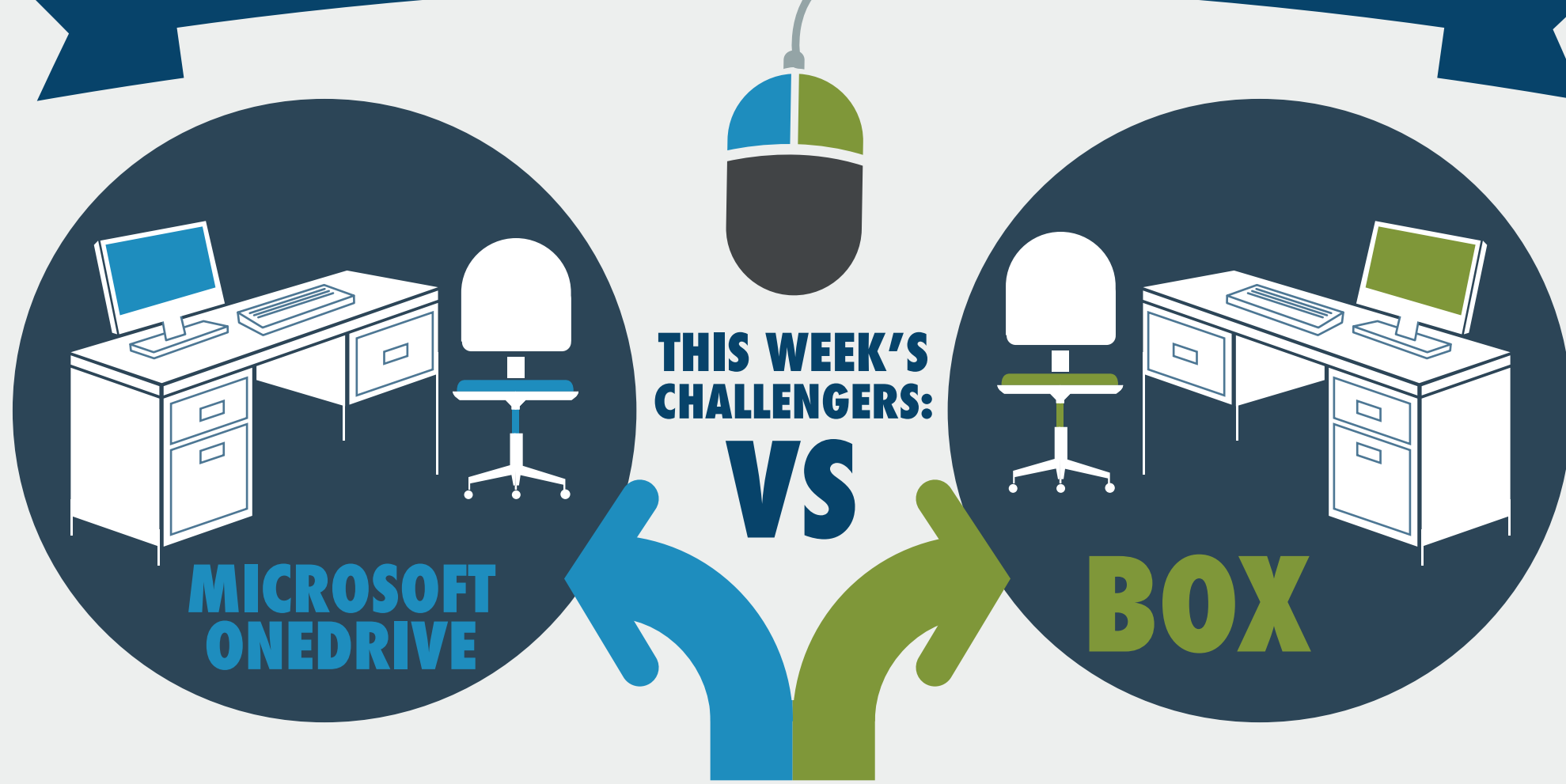


UX BATTLE OF THE WEEK

WHO PROVIDED A BETTER ONLINE EXPERIENCE?



TASK-BASED UX BENCHMARK STUDY

INTRODUCTION

USERZOOM RAN A QUICK TASK-BASED BENCHMARK STUDY BETWEEN BOX AND MICROSOFT'S ONEDRIVE'S, TWO WELL-KNOWN FILE SHARING AND PERSONAL CLOUD-BASED CONTENT MANAGEMENT SERVICES, TO COMPARE THE EXPERIENCE OF FINDING INFORMATION ONLINE SUCH AS HOW MUCH STORAGE A PERSONAL LICENSE GIVES YOU.

THE RESULTS

PARTICIPANTS PREFERRED BOX'S ONLINE EXPERIENCE TO ONEDRIVE'S, WITH BOX'S PARTICIPANTS BEING ALMOST TWICE AS LIKELY TO RECOMMEND THE SITE THAN ONEDRIVE USERS DESPITE VIRTUALLY IDENTICAL PERFORMANCE ON THE TASK OF FINDING HOW MUCH STORAGE A PERSONAL LICENSE GIVES.

BUT WHY THE DISCREPANCY?



SECURITY: THE SECRET WEAPON

AFTER PARTICIPANTS FINISHED THE FIRST TASK WE ASKED THEM TO COMPLETE A SECOND TASK:

FIND SECURITY INFORMATION FOR THEIR CLOUD STORAGE SOLUTION.

THE RESULTS

SUCCESS IN FINDING SECURITY INFORMATION:

WINNER: BOX

CONSUMERS WERE MORE SUCCESSFUL IN FINDING SECURITY INFORMATION QUICKLY AND EFFICIENTLY ON BOX.

	MICROSOFT ONEDRIVE	BOX
SUCCESSFULLY FOUND SECURITY INFORMATION	50%	97%
AVERAGE TIME	1.29 MIN	1.11 MIN
AVERAGE PAGE VIEWS	4	3
AVERAGE # CLICKS	7	3

EASE OF USE:

WINNER: BOX

% OF USERS WHO:	MICROSOFT ONEDRIVE	BOX
FELT FINDING SECURITY INFORMATION WAS EASY	17%	67%

ADEQUACY OF INFORMATION:

WINNER: BOX

% OF USERS WHO:	MICROSOFT ONEDRIVE	BOX
FELT THE SECURITY INFORMATION WAS ADEQUATE	17%	60%

USER PERCEPTION OF PRIVACY:

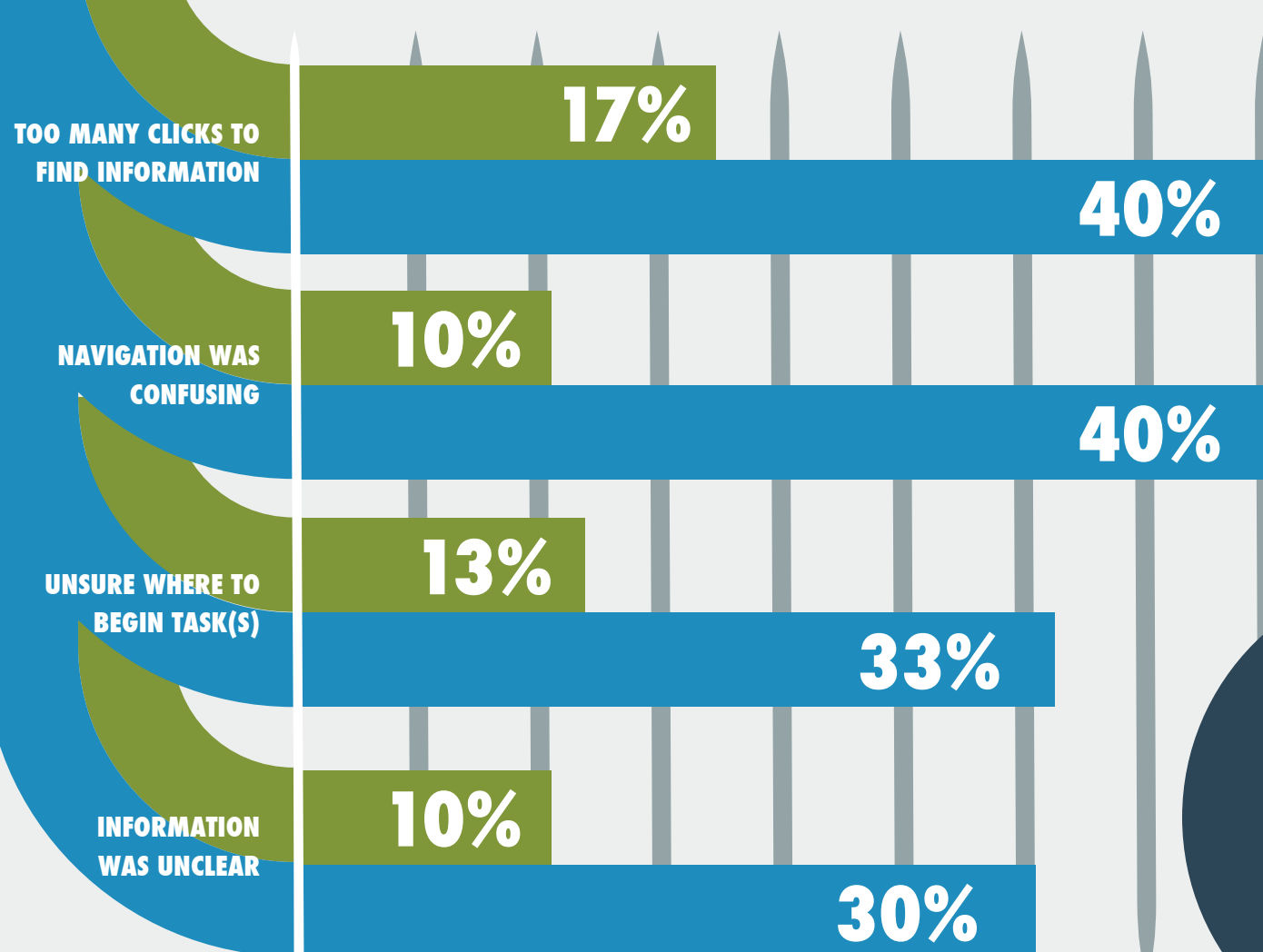
WINNER: BOX

% OF USERS WHO:	MICROSOFT ONEDRIVE	BOX
FELT THE SITE HANDLES PRIVACY/SECURITY WELL	13%	77%
FELT THE SITE IS TRUSTWORTHY	40%	83%
WOULD TRUST THEM WITH PERSONAL FILES	33%	77%



NAVIGATION AND CLARITY OF CONTENT:

USER FRUSTRATIONS (% OF PARTICIPANTS WHO REPORTED THESE ISSUES)



N = 60

MICROSOFT ONEDRIVE

"WASN'T EASY TO FIND SECURITY INFO, WHICH IS ONE OF THE MOST IMPORTANT ISSUES WITH CLOUD STORAGE."
 "I FELT THE INFORMATION WAS THE GLOSSY STUFF, NOT THE REAL MEAT AND POTATOES"
 "IT LOOKS SHINY, BUT CLEARLY LACKS DEPTH OF INFORMATION"

BOX

"IT IS SECURE AND SAFE TO USE, EASY TO USE, THEY PROVIDE VERY USEFUL, STRAIGHTFORWARD INFORMATION ON THEIR SITE AND THEY OFFER A FREE (1) GB STORAGE PLAN WITH OPTIONS FOR AN UPGRADE."
 "I FOUND THAT THE AMOUNT OF INFORMATION THE WEBSITE PROVIDES IS VERY HELPFUL IN UNDERSTANDING HOW MUCH I'M GETTING IN STORAGE AND HOW SECURE IT IS."

CONCLUSION

MICROSOFT ONEDRIVE IS CLEARLY MISSING AN OPPORTUNITY TO CONVERT NEW CUSTOMERS BY BURYING IMPORTANT INFORMATION ON PRIVACY AND SECURITY.

60 PARTICIPANTS WERE RECRUITED BY EMAIL FROM A PANEL PROVIDER

US PARTICIPANTS ONLY

N = 60 (~30 PARTICIPANTS PER SITE)

AGES 18+

PARTICIPATED VIA DESKTOP / LAPTOP