

Competitive Analysis

First time user experience
of time to value



Goal of this study

Identify user experience **roadblocks** of first time users

Identify design patterns that **enhance** the experience of first time users

Identify design patterns **that guide new users** to realize product value

Experience of time to value

***Time to Value (TtV)** is a business term that describes the period of time between a request for a specific value and the initial delivery of the value requested.*

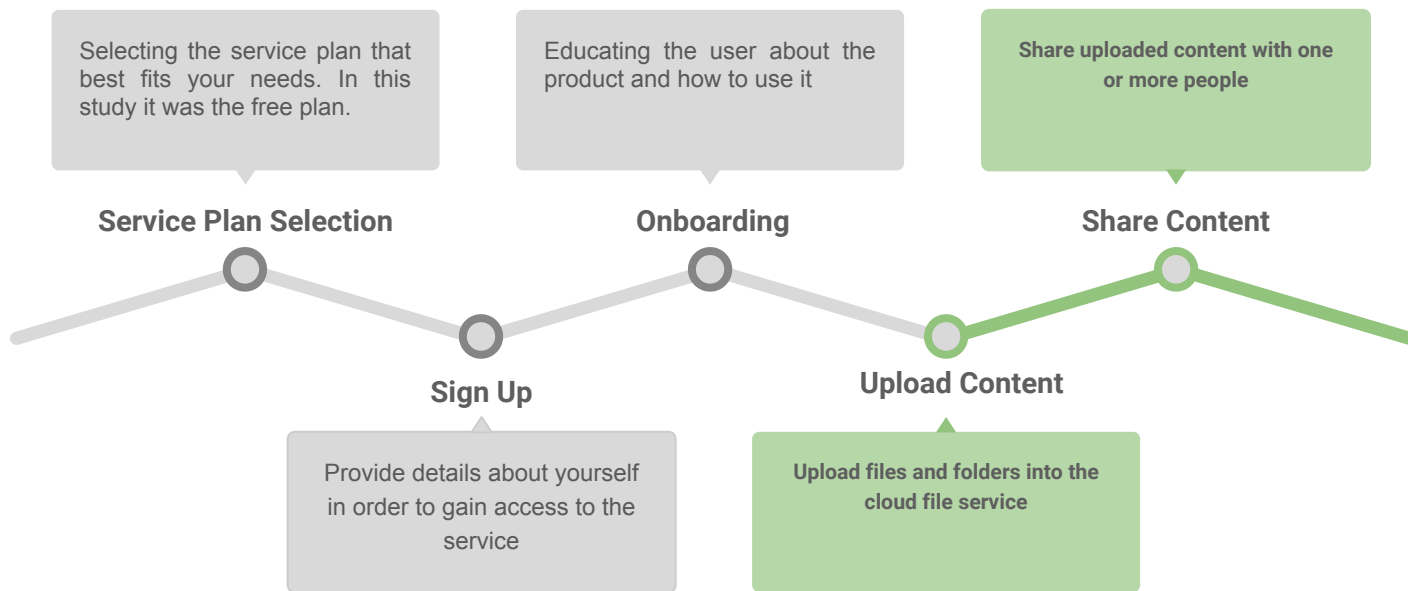
I use TtV as a way to measure the first time user experience. This study will compare how much effort and frustration exists before users can use a selling feature of these products.

Methodology

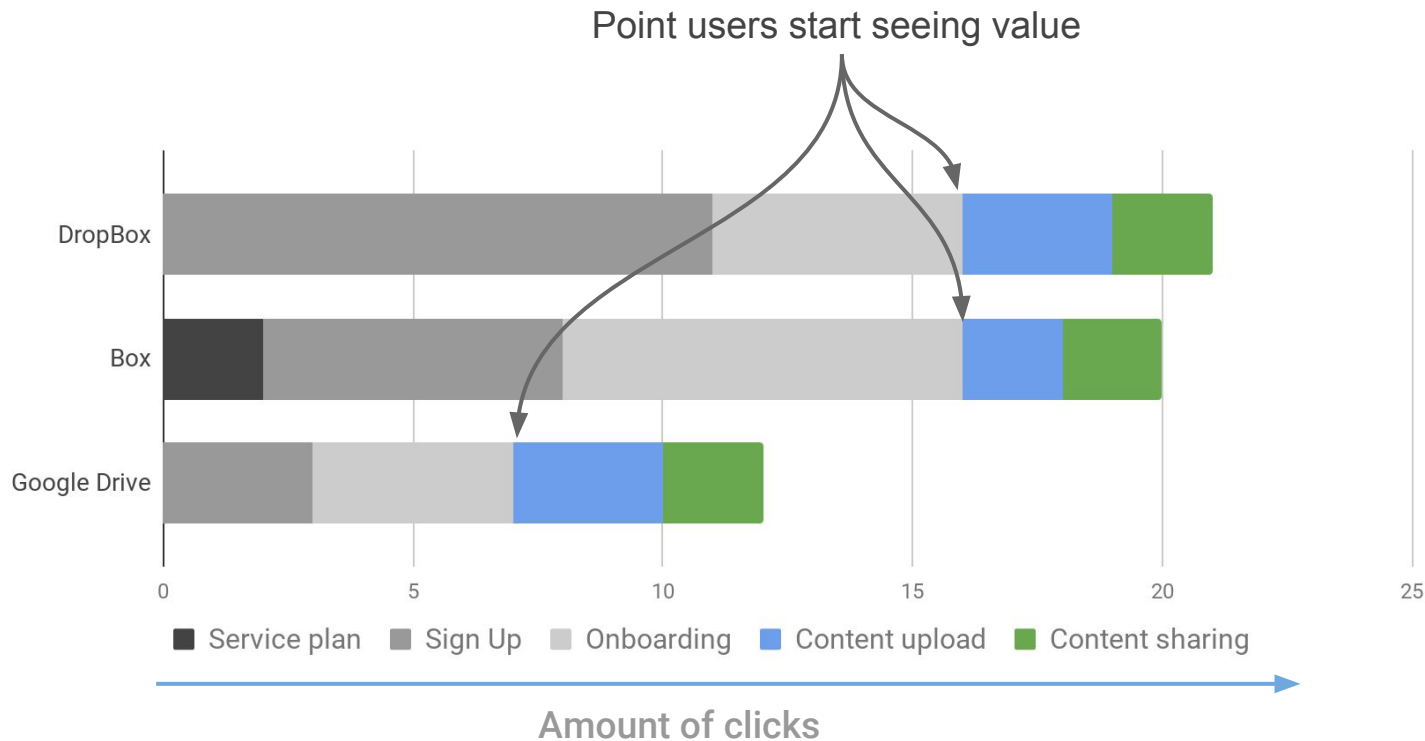
- Perform a **competitive expert review** of DropBox, Box and GoogleDrive
- Perform a **workflow analysis** of the first time user experience
- **Usability test** the first time user experience of DropBox, Box and GoogleDrive
- Triangulate the data into a summarized report

Delaying the value experience

Users must complete a series of **non-value tasks** in order to **reach value realization**



Effort required before product can be used



Sign up: do's and don'ts

Do:

- Get user into signup workflow in 1 click from landing page
- Keep signup form simple, email address and password only
- Save validation and further data collection for after first use

Don't:

- Force email verification on signup
- Force service plan selection during signup
- Force client download during signup

Onboarding: do's and don'ts

Do:

- Get out of the way of the user, let them use the product
- Nudge users with hints about accomplishing the primary tasks
- Use high contrast elements to draw users attention to next logical action
- Anticipate user's likely next action and provide tools to support them
- Clearly state the how much storage is available

Don't:

- Flash tutorials as a gateway to accessing your product
- Over-complicate primary features with competing secondary features
- Ask for contact information of friends and family before establishing trust

Content upload: do's and don'ts

Do:

- Acknowledge the emptiness of a new files share with simple instructions for uploading content.
- Use high contrast elements to draw users attention to logical next step
- Provide tips for getting more out of you product

Share content: do's and don'ts

Do:

- Clearly provide content sharing option
- Use high contrast to draw users attention to next logical action
- Provide tips for getting more out of you product
- Anticipate user's likely next action and provide tools to support

Competitive usability test results

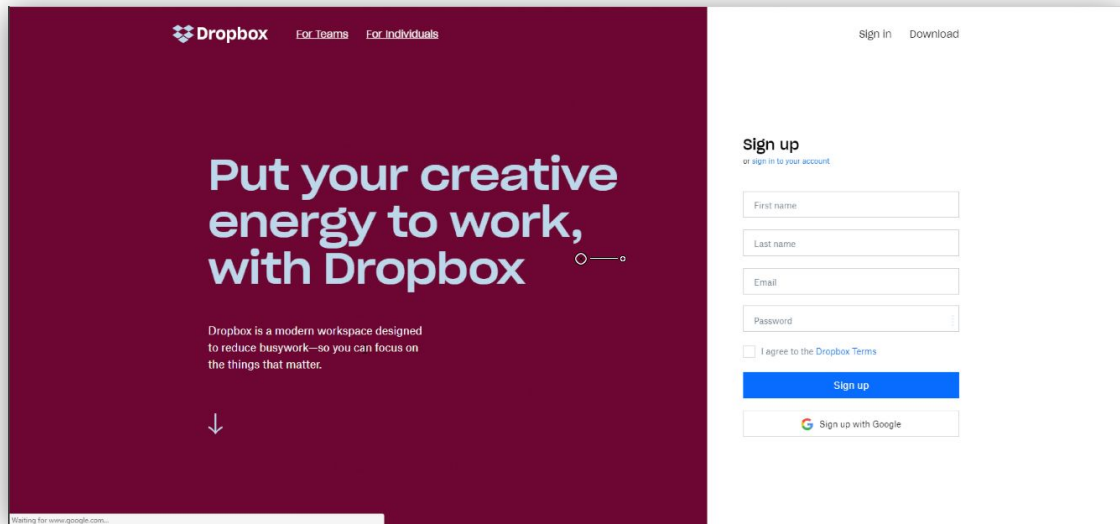
Sign Up - Dropbox

Do:

- Make sign up form dominant feature on the landing page.
- Leave pricing or plan selection for later.

Why:

- Engages users quickly in the signup process
- Some questions about features and capability



The screenshot shows the Dropbox sign-up page. The left side has a dark red background with the Dropbox logo and navigation links 'For Teams' and 'For Individuals'. The main headline reads 'Put your creative energy to work, with Dropbox' with a small circular graphic. Below it, a sub-headline states: 'Dropbox is a modern workspace designed to reduce busywork—so you can focus on the things that matter.' A small downward arrow is positioned below the sub-headline. The right side is a white sidebar containing the 'Sign up' section. It includes a link 'or sign in to your account', input fields for 'First name', 'Last name', 'Email', and 'Password', a checkbox for 'I agree to the Dropbox Terms', a blue 'Sign up' button, and a 'Sign up with Google' button.

Dropbox For Teams For Individuals

Sign in Download

Sign up
or sign in to your account

First name

Last name

Email

Password

☐ I agree to the Dropbox Terms

Sign up

Sign up with Google

Waiting for www.google.com...

Sign Up - Dropbox

Don't:

- Force users to install Dropbox client software on their computer, during sign up.

Why:

- Adds complexity to the signup process and delays the users from accomplishing their goal
- The software download comes during the signup process which blurs the line between signup and setup. Adding to users cognitive load as they try to figure out how this helps them achieve their goal.

Step 1

Dropbox [For Teams](#) [For Individuals](#)

[Sign in](#) [Download](#)

Put your creative energy to work, with Dropbox

Dropbox is a modern workspace designed to reduce busywork—so you can focus on the things that matter.

↓

Sign up
or sign in to your account

☒ I agree to the [Dropbox Terms](#)

Sign up

 Sign up with Google

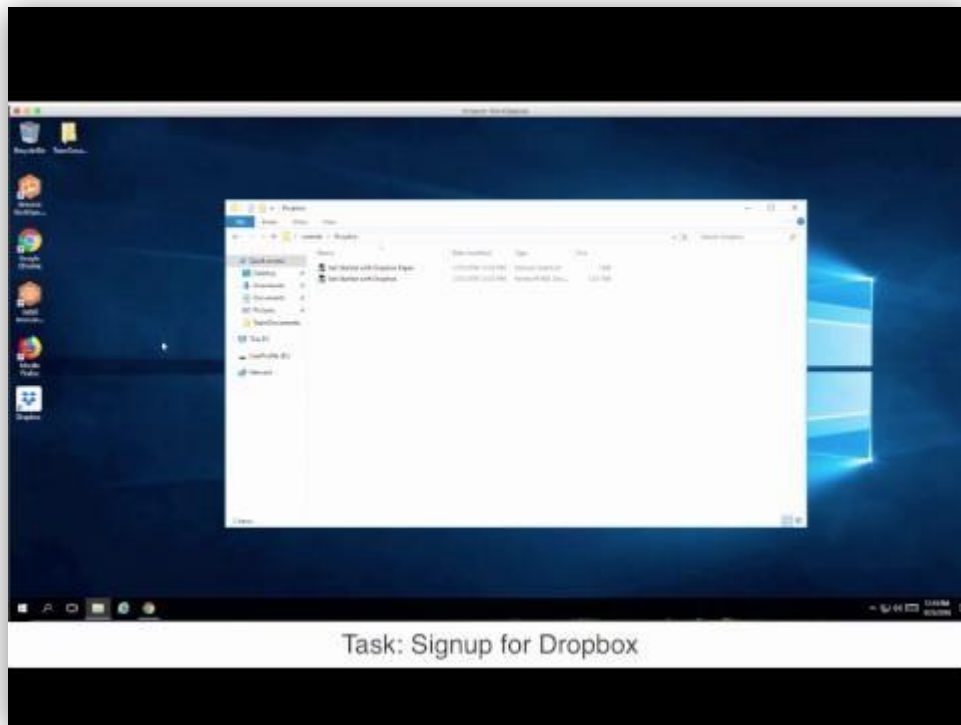
Sign-up - Dropbox

Don't:

- Force users to download and install a client, without an option provided to skip or install later

Why:

- Users think the client software is preferred way to use the product
- User don't learn that a web client is available
- Users believe that the client is a critical piece of the software, and there is no way to use the product without installing a client



Quote from participant: *"I don't like the client being forced down my throat".*

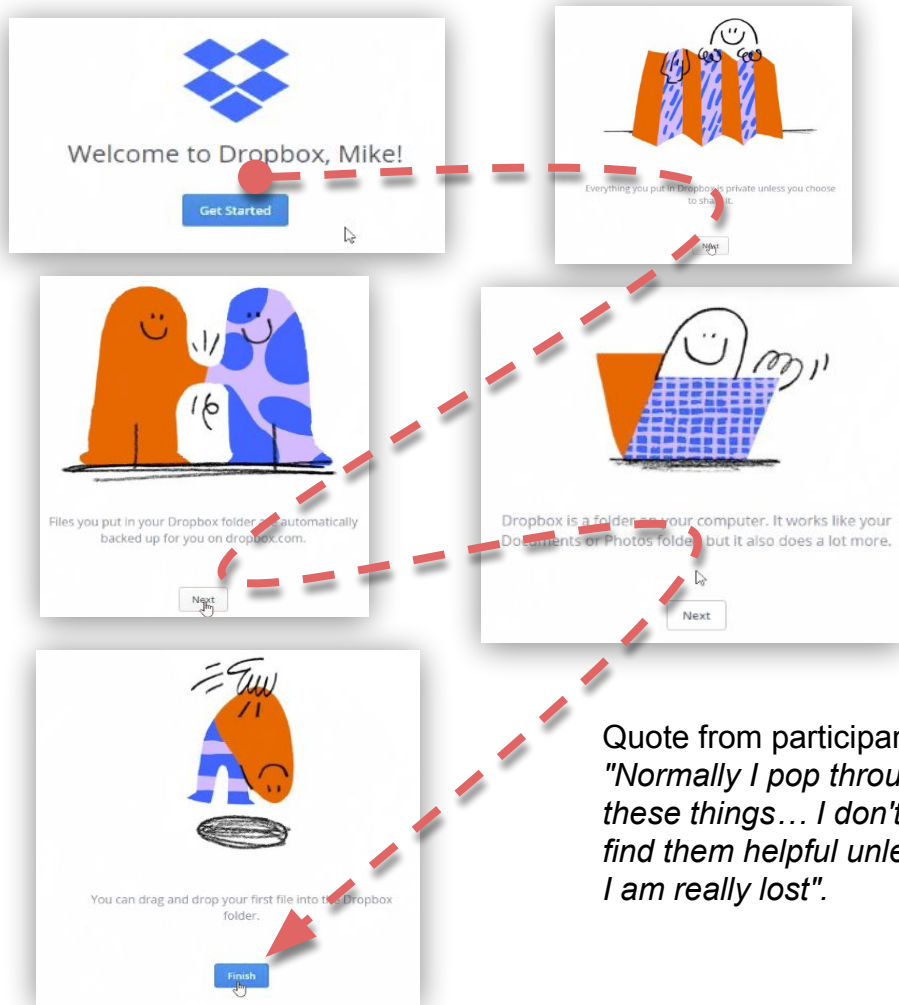
Sign-up - Dropbox

Don't:

- Have tutorial pop-up before the user can access the software

Why:

- Prevents users from getting to use the product
- Click through instructions can be seen as an obstruction to getting to use the product. Even with an X or close button, users often still click through to the end of the instruction set without reading.



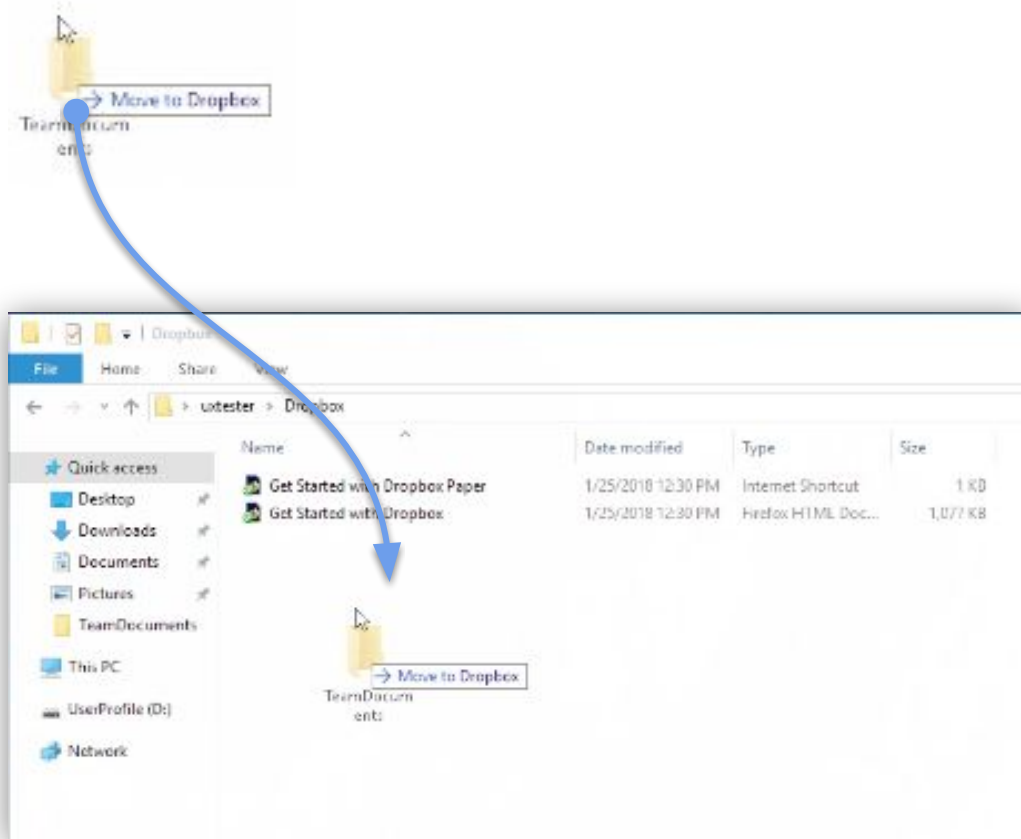
Upload content - Dropbox

Do:

- Leverage familiar actions such as drag and drop files into the file sharing service

Why:

- Easy to learn because drag and drop is a familiar action to most users.



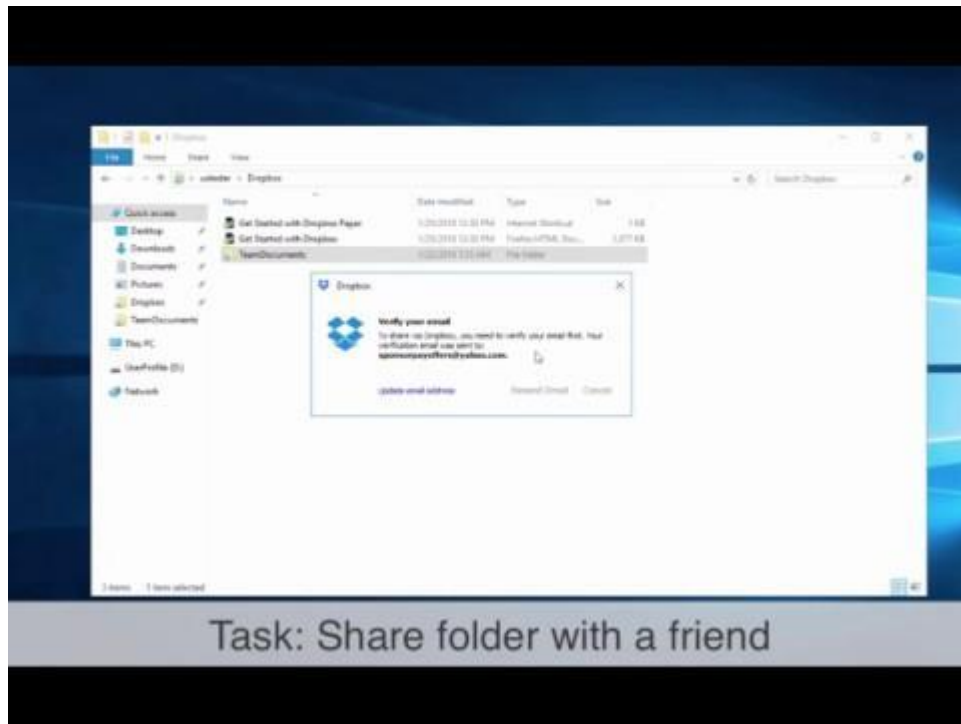
Sharing - Dropbox

Don't:

- Make email verification a blocker to share file access.

Why:

- Requiring email verification forces users away from the product. Possibly abandoning the trial attempt.
- The timing of email verification prevents users from experience the simplicity of the product design.
- Users might not see the connection between email and sharing files, confusing them about the process.



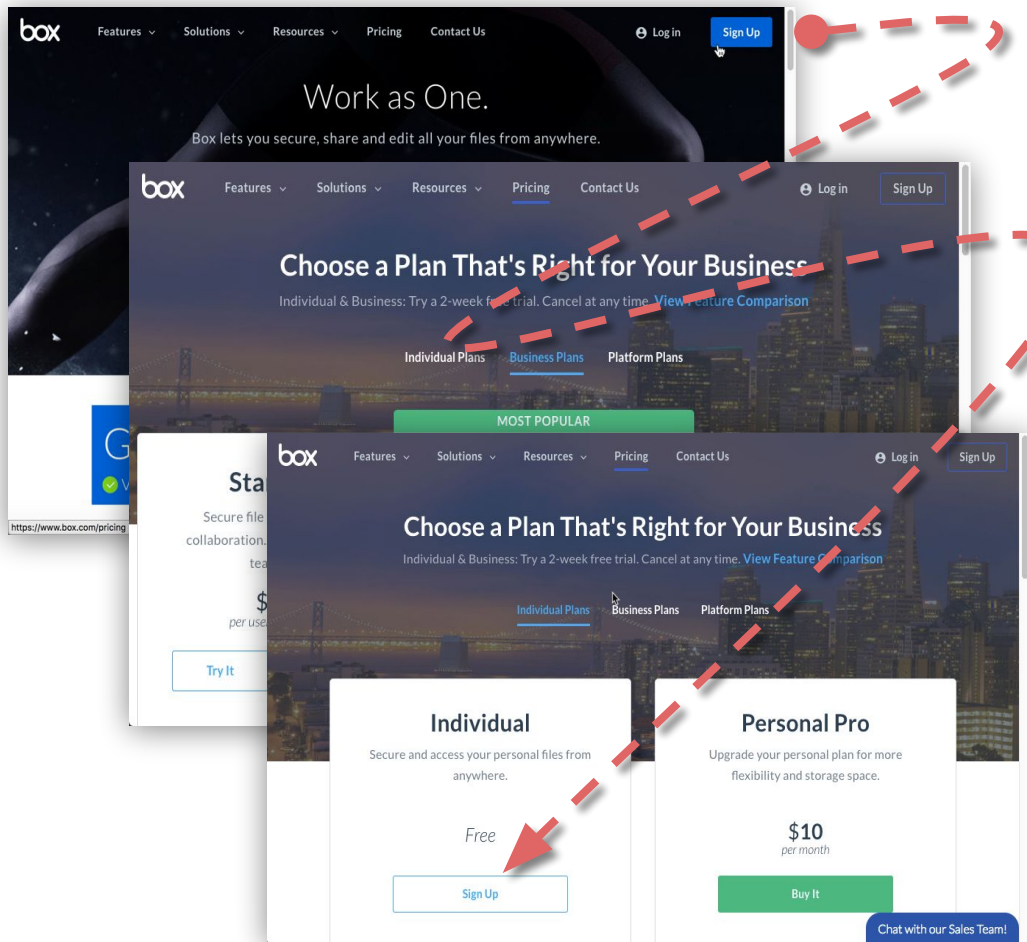
Service plans - Box

Don't:

- Force users to select from multiple plan options before they can begin sign up.

Why:

- Forcing a plan selection, adds to the cognitive load of the signup up process as user wonder which is the best plan and if they will miss out on features.
- Pricing plans and features will not resonate with users until after they use the product.
- If users can't find a free or trial option, they may abandon sign up attempt and see if competition has a free plan.



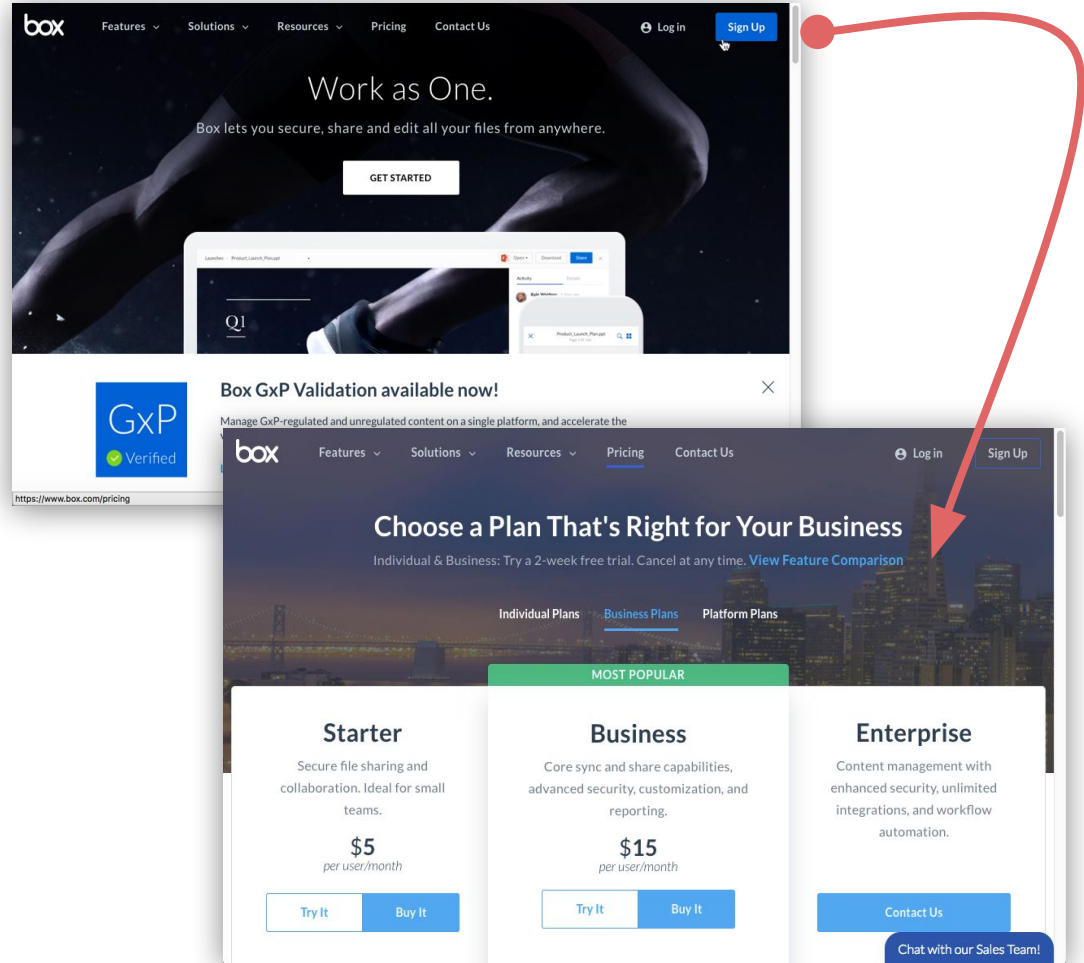
Sign Up - Box

Don't:

- Have a signup link that does not open a signup form.

Effect:

- Forces users to find a signup page and gets in the way of using the software



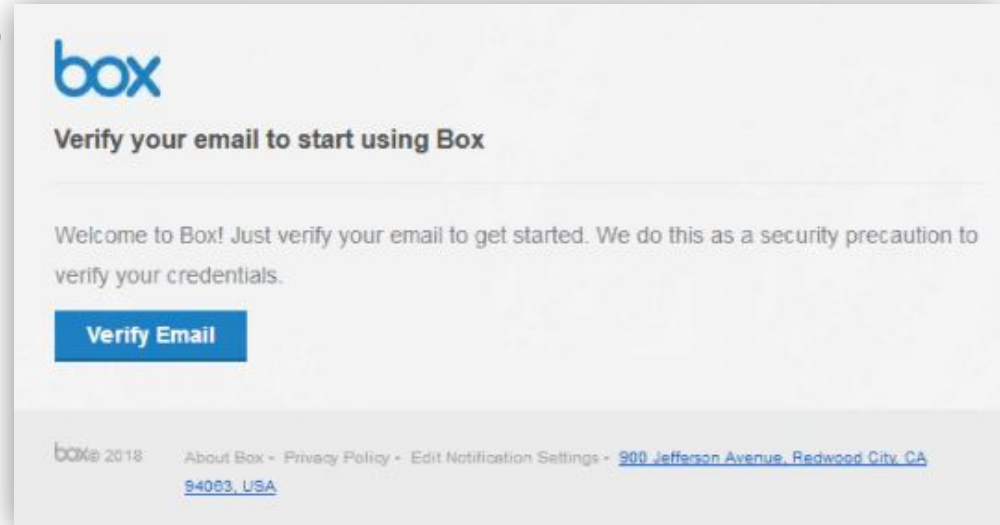
Sign Up - Box

Don't:

- Required email verification during sign up process.

Why:

- Interrupts the signup process and increase the likelihood of distraction.
- Distracted users will possibly abandon the trial attempt.
- Users don't necessarily understand why you need an email address, might have a trust issue.



*Note: On several occasions the Box verification email was delayed by 1 minute or longer. While DropBox emails arrived within seconds, adding to the distraction of sign up.

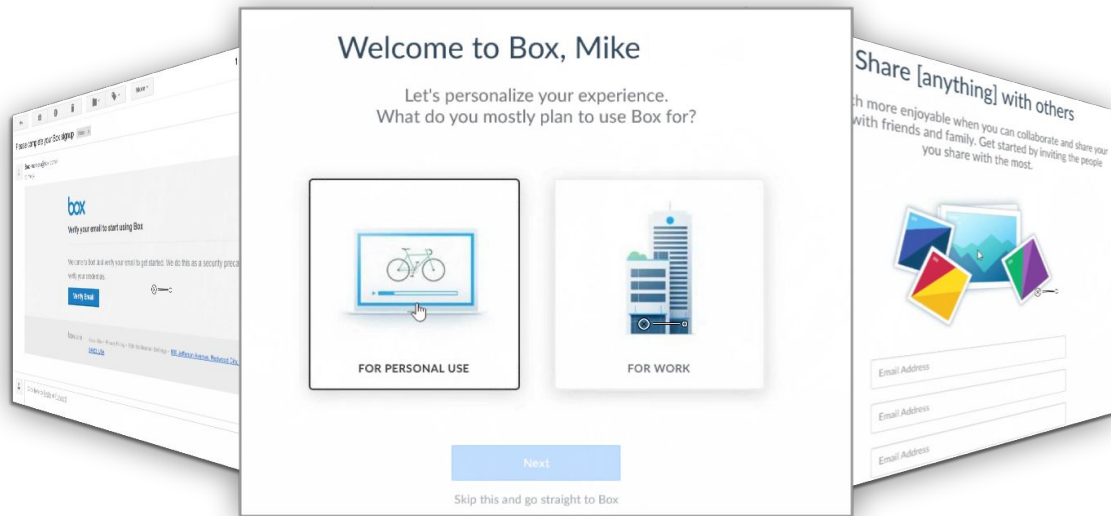
Sign Up - Box

Don't:

- Ask redundant questions. In this case the user selected the free personal account plan but was asked again if they plan on using this for work.

Effect:

- Added cognitive load as the user wonders what the impact of selecting one over the other.
- Users feel like this could be an up-sell before they even use the product.
- Users wonder if they selected a correct plan.



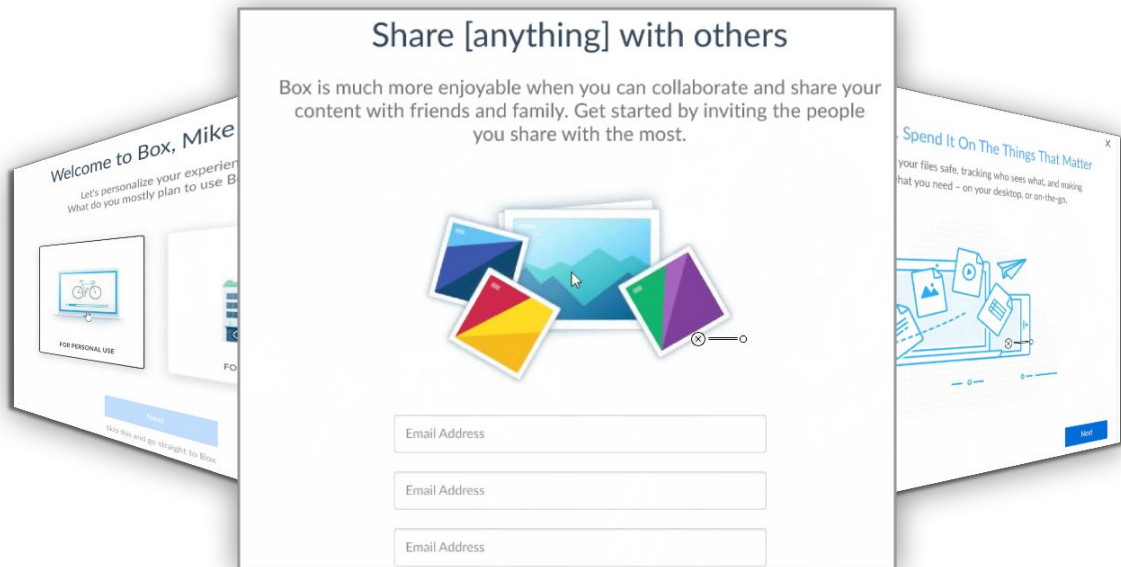
Sign Up - Box

Don't:

- Ask for personal contacts during signup process.

Effect:

- Users feel uncomfortable sharing personal contact information before they have had a chance to try out the product. Trust must be establish before asking for such things.



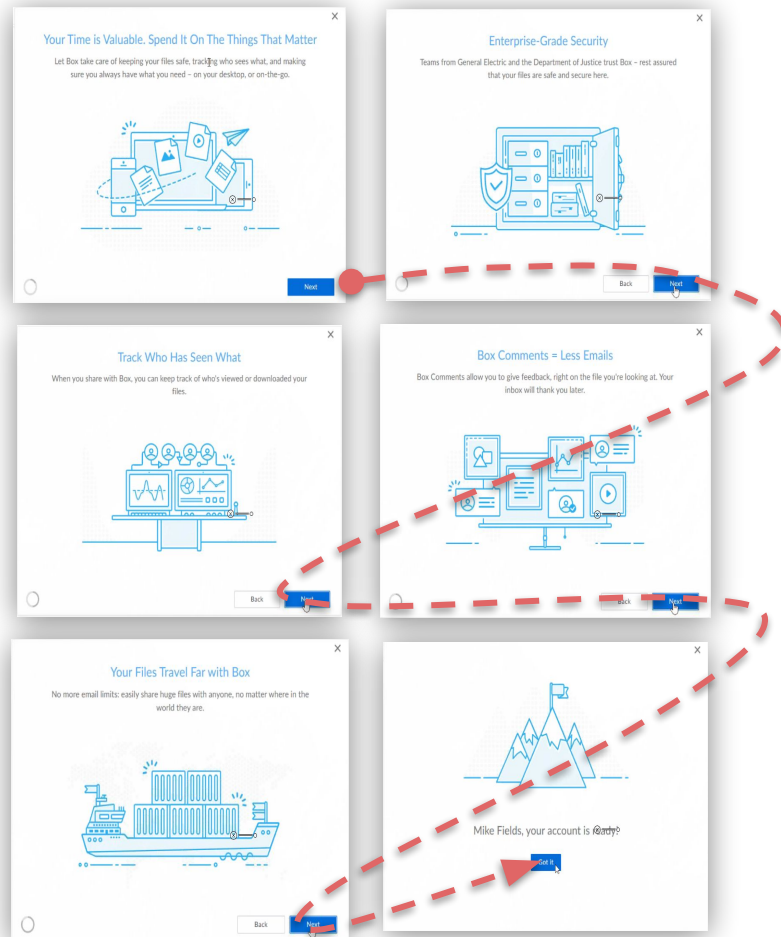
Onboarding - Box

Don't:

- Show Up-Front Tutorial before the user can access the software.

Why:

- Prevents users from getting to use your product.
- Even with an X or close button, users often still click through to the end of the instruction set without absorbing content.



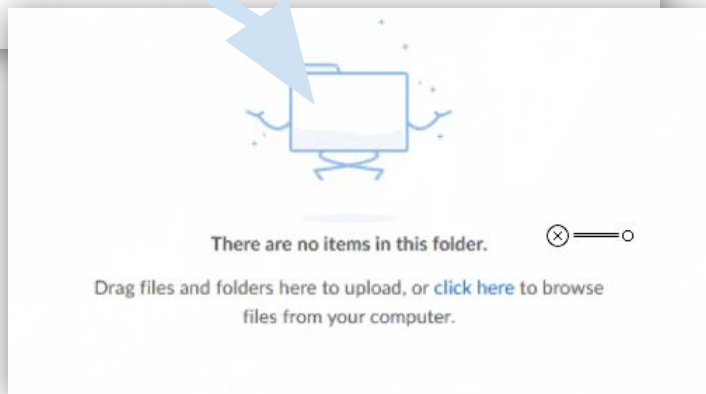
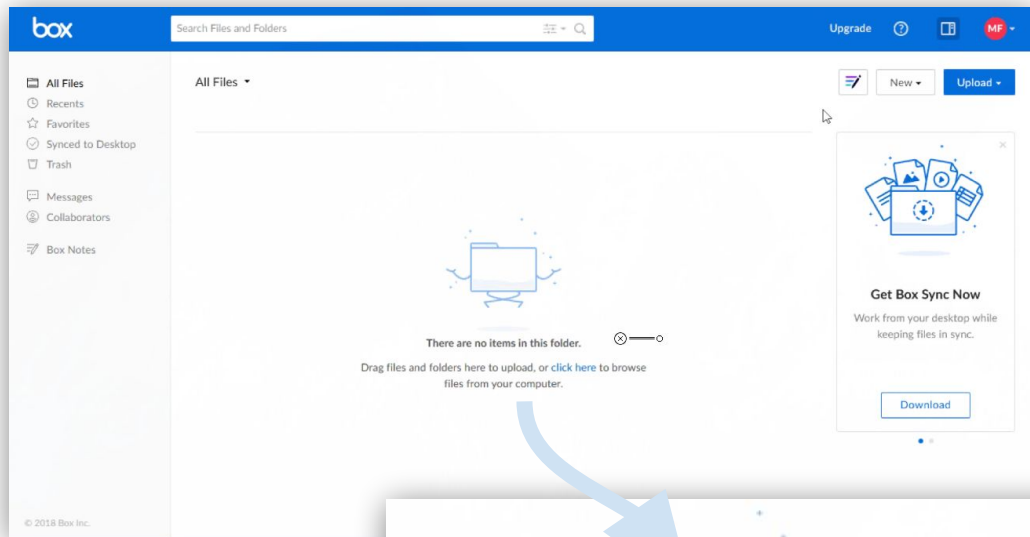
Onboarding - Box

Do:

- Have simple instructions for how to populate your product.

Why:

- Clear, concise instruction nudges user to experience the magic of the product.
- Points the user in the right direction so they complete the necessary 1st step to being successful using the product.



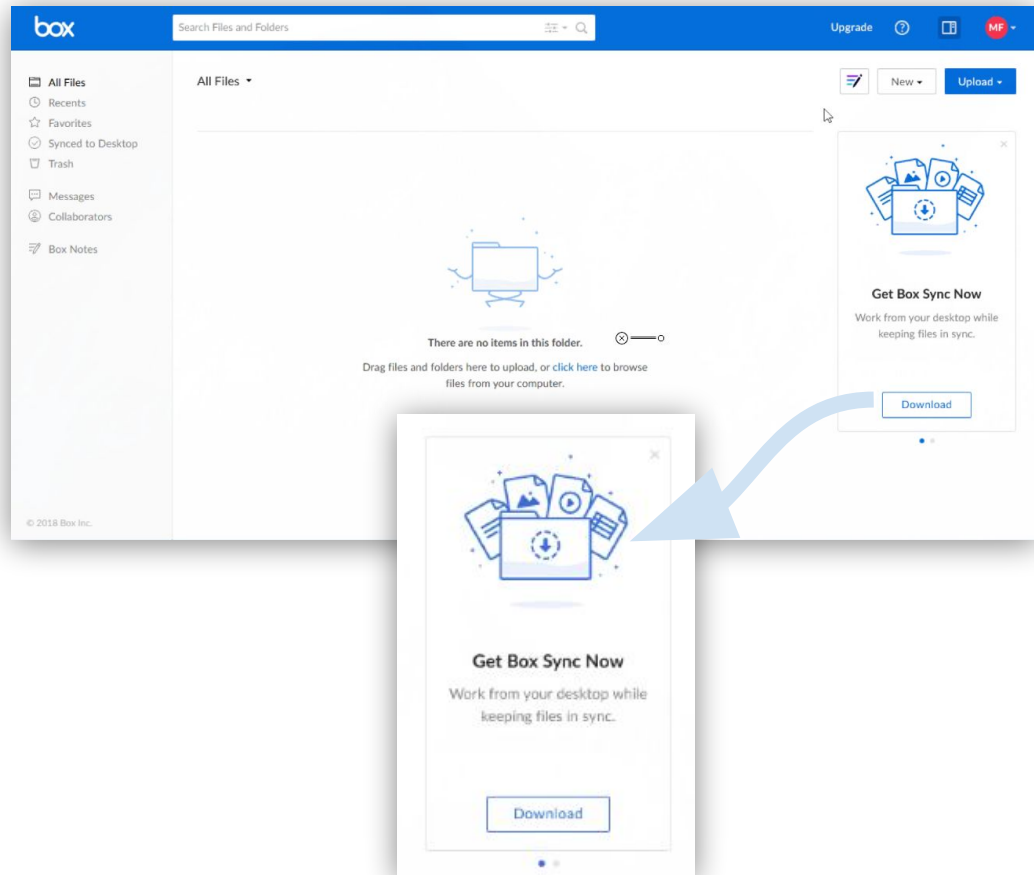
Onboarding - Box

Do:

- Advertising local client options as an added feature.

Why:

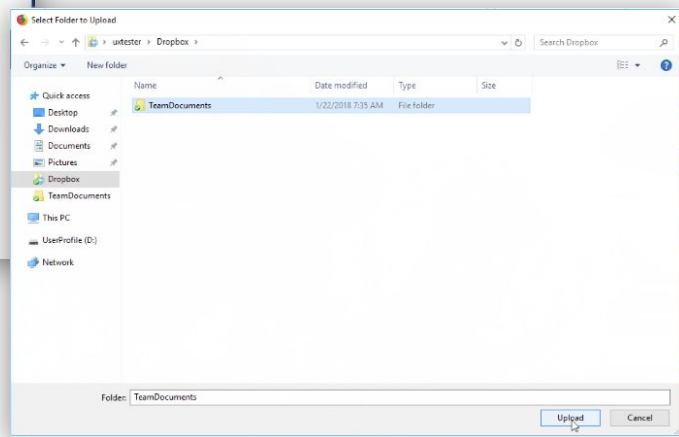
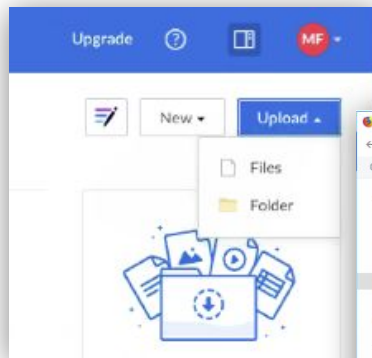
- Users discover how to get more out of your product.
- Users don't feel the necessity to download client immediately.



Upload content - Box

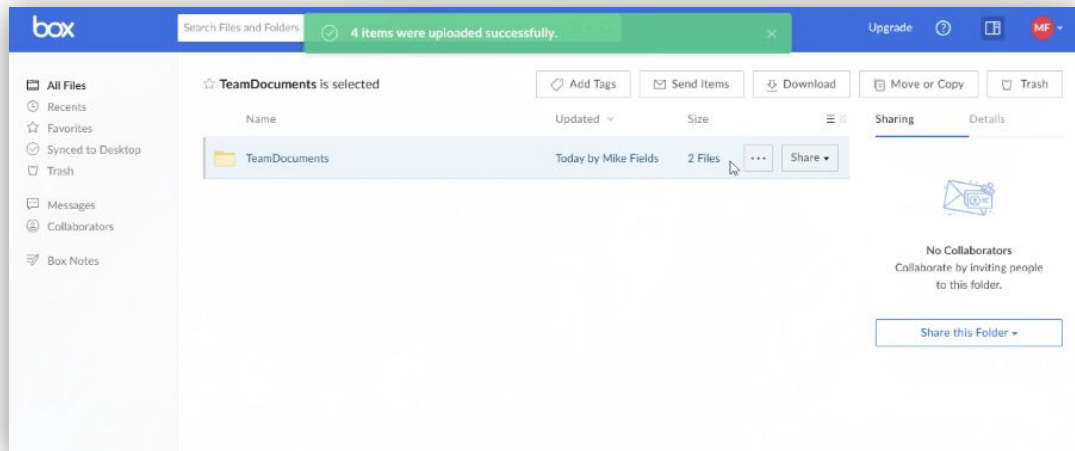
Do:

- Upload button is in clear view and has a high contrast.



Why:

- The contrast of the upload button draws attention to logical next step.



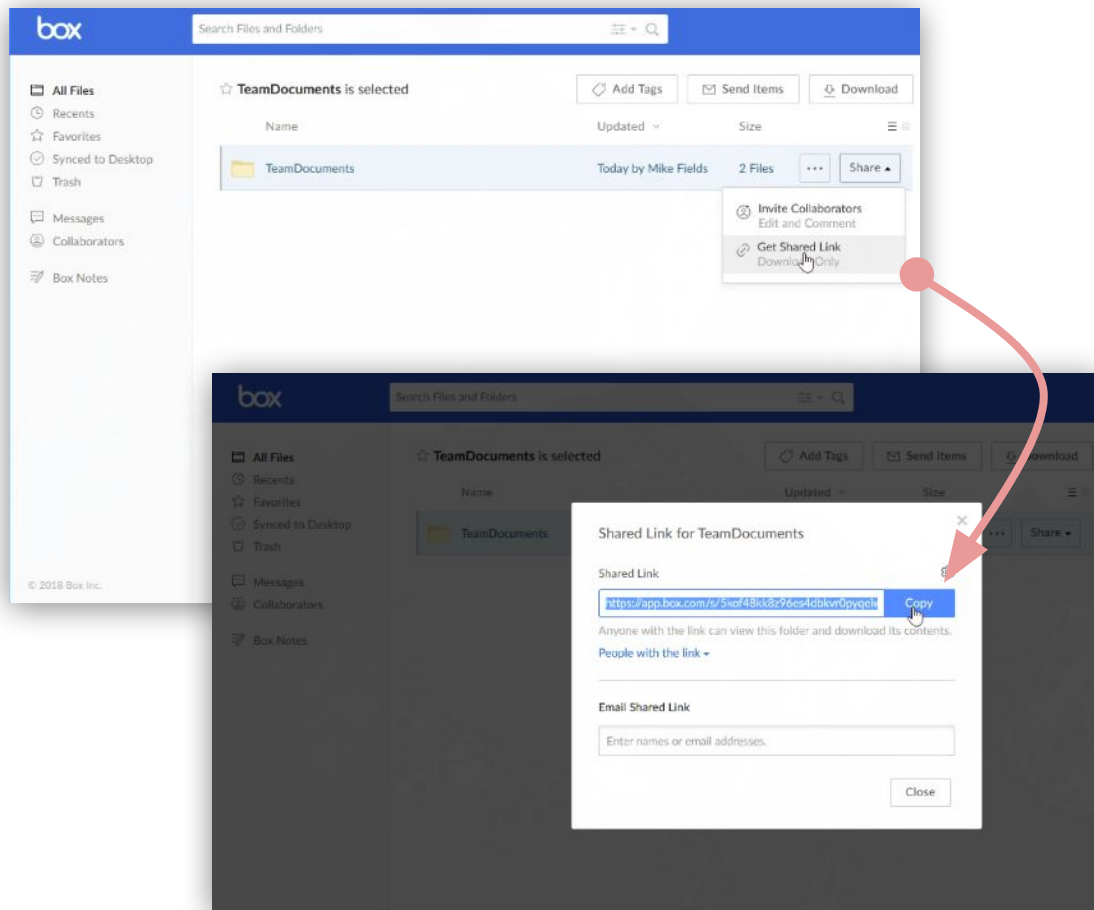
Share content - Box

Do:

- Make it clear that Sharing content is the next logical step.

Why:

- Shows the user that you understand and anticipate their needs.
- Makes the concept of sharing content discoverable for users unfamiliar with that option.



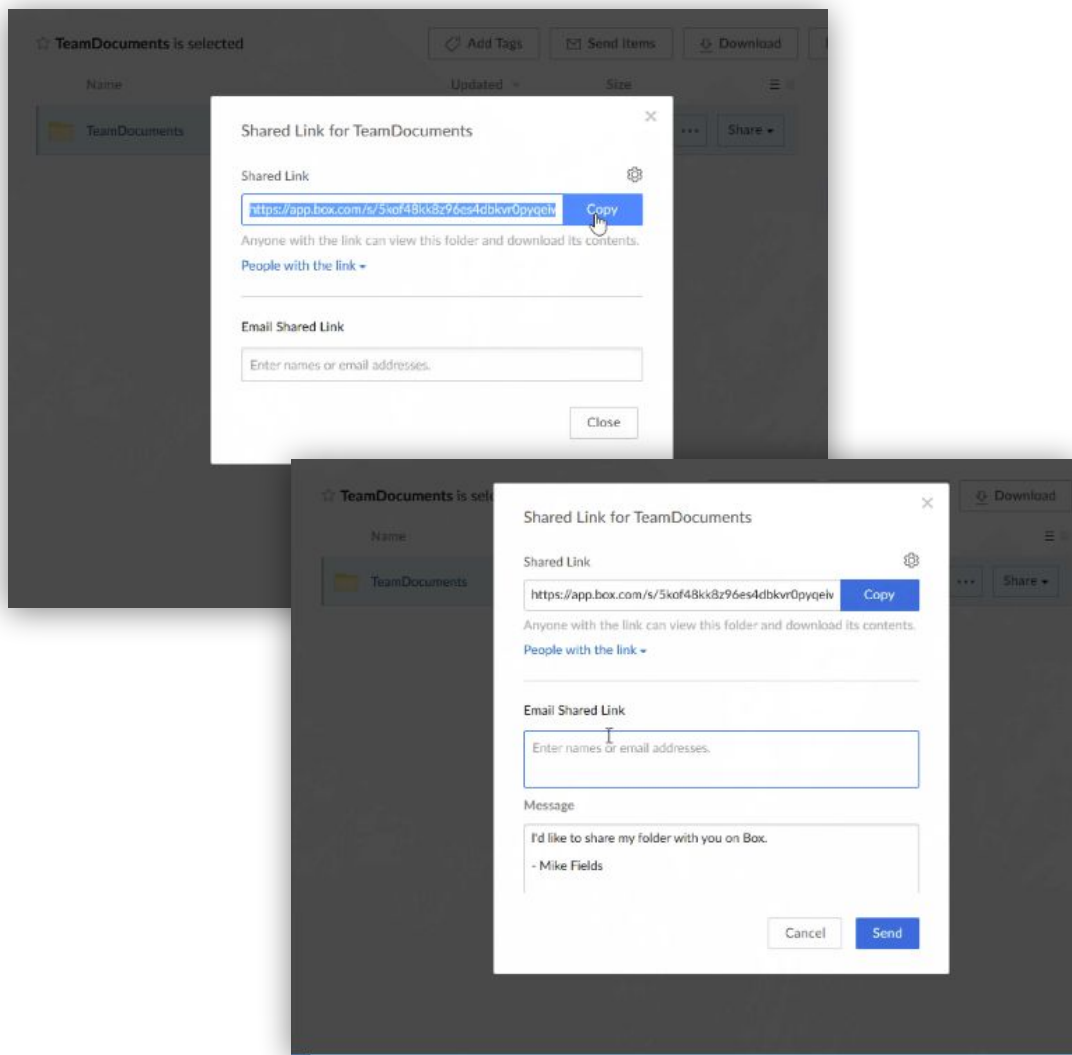
Share content- Box

Do:

- Enable users habits with a "Copy" button as the primary action, but have alternatives.

Why:

- Users love to copy and paste links into email. A "Copy" button empowers them to do what they know best.
- Sometimes it's just easier to enter an email address, this option is just one click away.



Signup Form

Do:

- Have a clear call to action. No plans to choose from, just sign in or sign up.

The image displays three overlapping screenshots of the Google Drive website, illustrating a clear call to action for signing up. The top screenshot shows the Google Drive homepage with a "Go to Google Drive" button highlighted by a red circle and a dashed red arrow. The middle screenshot shows the "Sign in" form with a "NEXT" button highlighted by a red circle and a dashed red arrow. The bottom screenshot shows the "Create your Google Account" form with a "Sign in" button highlighted by a red circle and a dashed red arrow.

Google Drive

Meet Drive Using Drive Pricing Download For Work Help

A safe place for all your files

Go to Google Drive

Google

Sign in
to continue to Google Drive

Email or phone

Forgot email?

More options

NEXT

Privacy Terms

Google

Create your Google Account

One account is all you need
One free account gets you into everything Google.

Take it all with you
Switch between devices, and pick up wherever you left off.

Name
First Last

Choose your username
@gmail.com
I prefer to use my current email address

Create a password

Confirm your password

Birthday
Month Day Year

Gender
I am...

Mobile phone

Why:

- Users with a google account can simply sign in to try google drive.
- User without a google account can sign up and access many of the other google products.

Signup Form - GoogleDrive

Don't:

- Asks for seemingly irrelevant personal details about a user during sign up.

Why:

- Users might not complete a signup if they are asked for personal information that seems unnecessary.
- Often users enter fake data to satisfy the required fields that seem unnecessary.

Create your Google Account

One account is all you need
One free account gets you into everything Google.



Take it all with you
Switch between devices, and pick up wherever you left off.



Name

Choose your username

[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday
Month Day Year

Gender
I am...

Mobile phone

Your current email address

Location

[Next step](#)

[Learn more](#) about why we ask for this information.

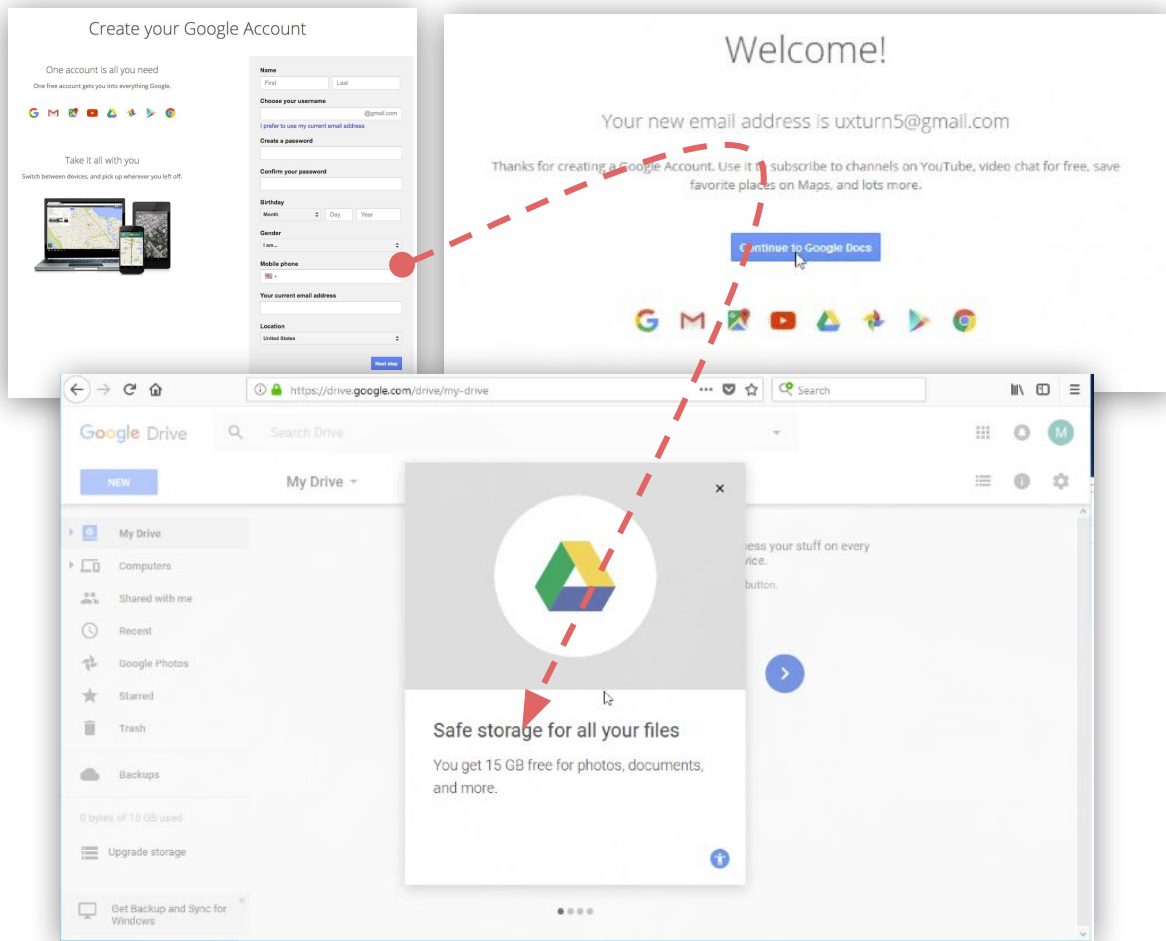
Sign-up form - GoogleDrive

Do:

- Go from sign-up form direct to product.
- No email validation required.

Why:

- Simple sign-up process will not fatigue users.
- Keeps user inside the product.
- Gets users to experience your product quickly.



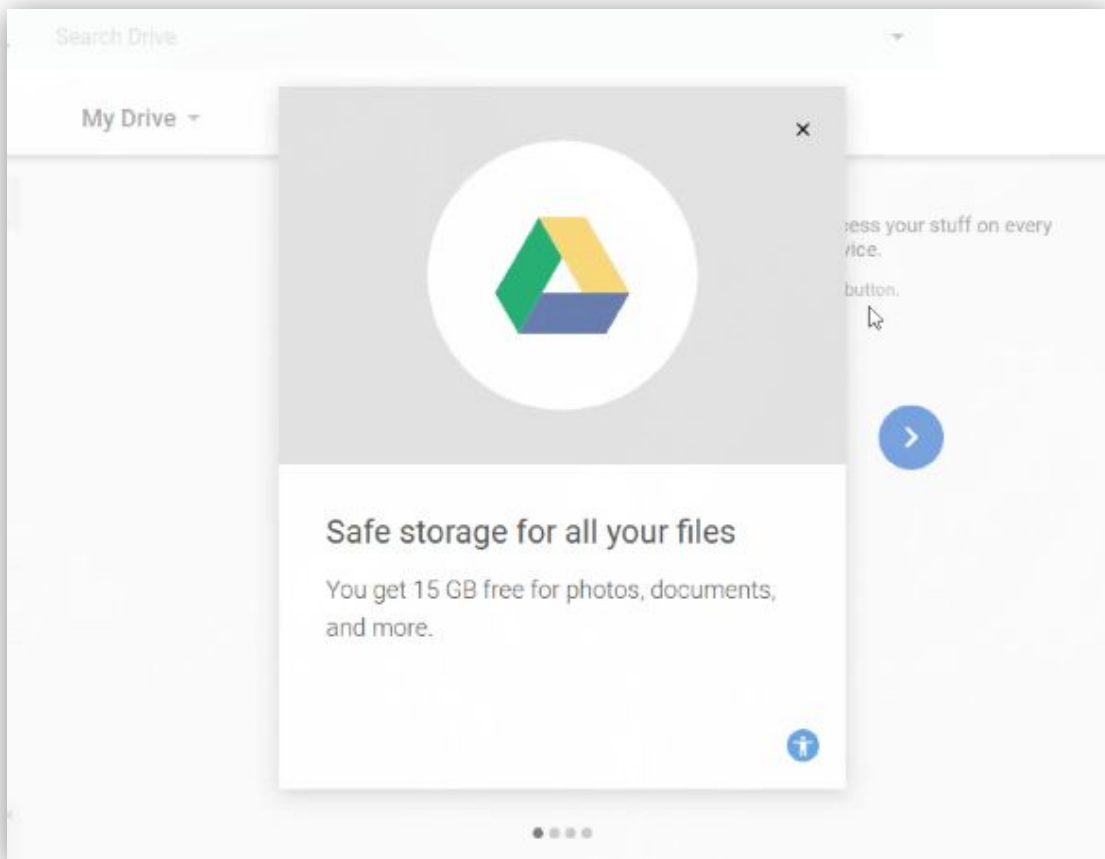
Onboarding - GoogleDrive

Do:

- Providing relevant details about available storage at the appropriate time.

Why:

- Knowing how much storage is available is important in assessing the usefulness of the product. It is one of the top questions new users have.
- Since users did not select a plan, they did not know how much storage was available. This helps educate users on the capabilities of the product.



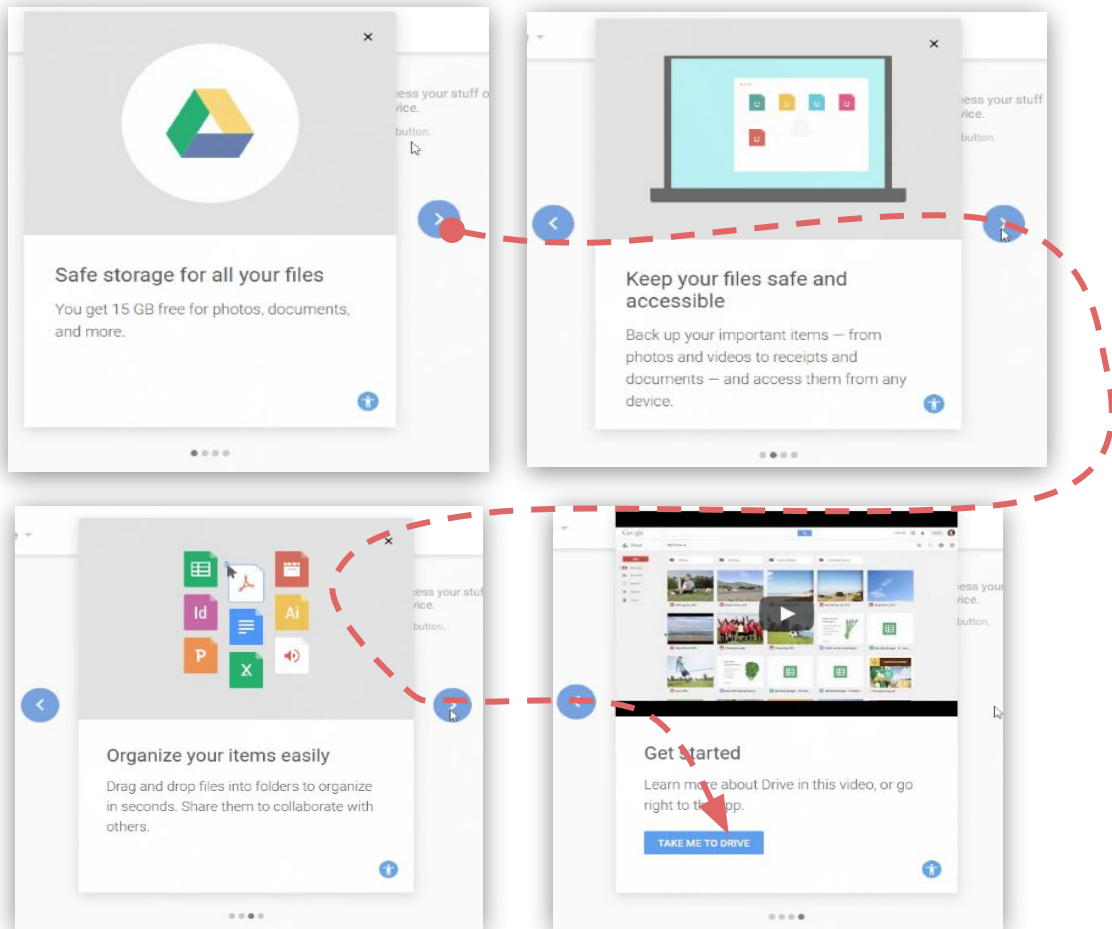
Onboarding - GoogleDrive

Don't:

- Have up-front tutorial pop up before the user can access the software.

Why:

- The more you make users click through marketing slides, the longer it takes to get to first time use.
- Too much information adds to cognitive load and gets in the way of experience first time value.



Onboarding - GoogleDrive

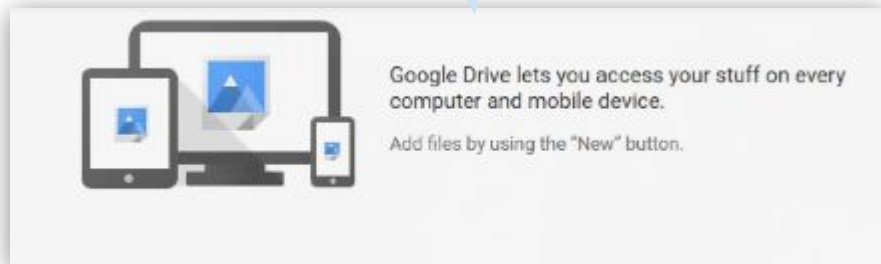
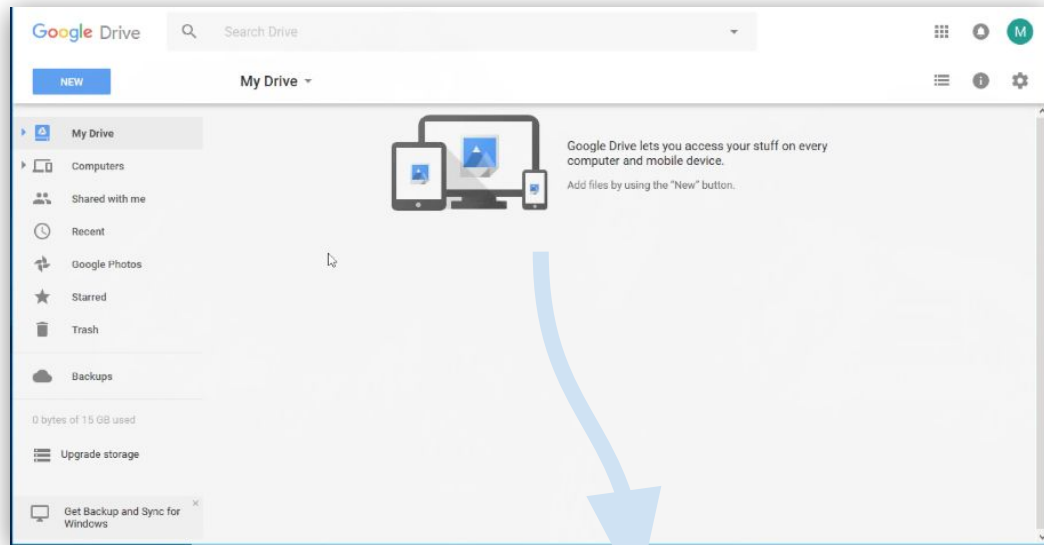
Do:

Do:

- Fill empty space with simple instructions for how to add content.
- Highlight next steps with high contrast elements.

Why:

- Clear, concise instructions nudges user to experience the magic of your product.
- The high contrast draws users to the next logical step in the process.



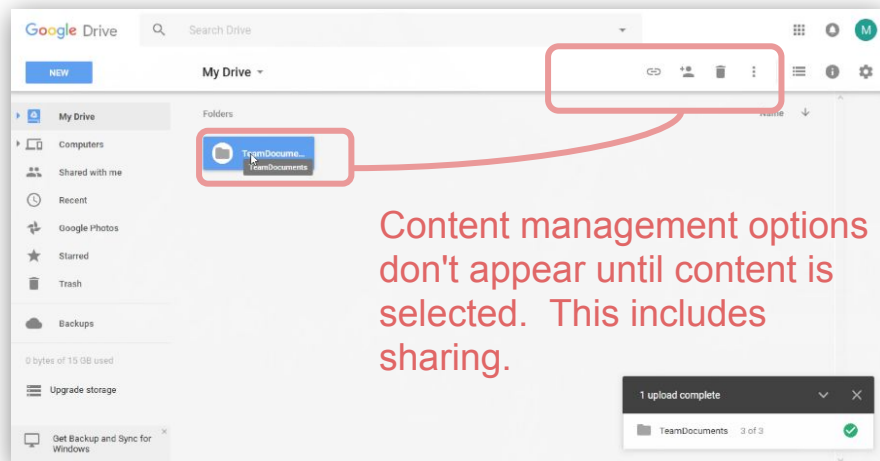
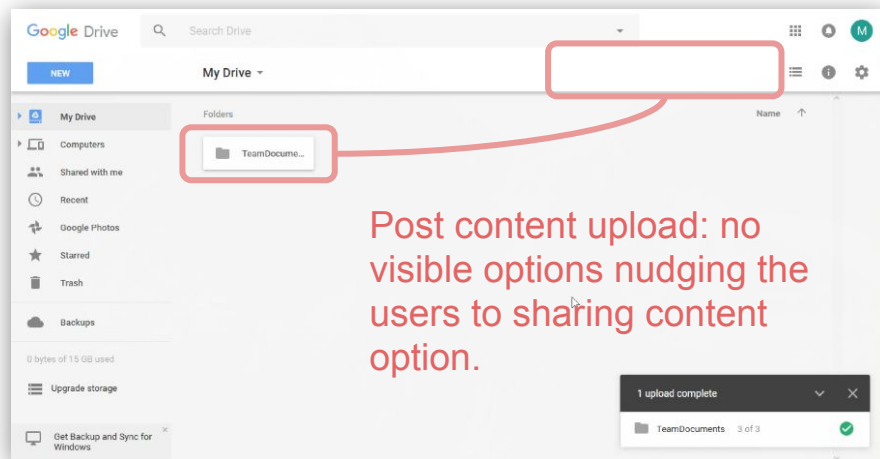
Share content - GoogleDrive

Don't:

- Hide relevant options such as share, link and delete.

Effect:

- Users are unsure of how to share content.
- Users might get lost looking for the share option in settings or other Google account details
- Users might not understand that sharing is feature of this software.



Share content - GoogleDrive

Don't:

- Have errors that have no resolution action: "Sorry you have exceeded your sharing quota"

Why:

- Errors in primary use case leave users to wonder about product stability.
- Vague or non actionable errors provide no guidance for resolving the issue.

*Content of folder was less than 2mb in size

