DOOR 3

Voxel

Discovery Findings

Table of Contents

Change History

Version 1.1: March 2, 2012

- Initial Draft

Branding

Brand Viewpoint

Brand Perspective

- Scalability
- Flexibility
- Sleek
- Customizable

Brand Perception

- Hybrid hosting
- Technologically advanced
- Fast delivery

Brand Motivators

- Quality
- Worry free
- Customer service
- Legitimate choice

Brand Tone
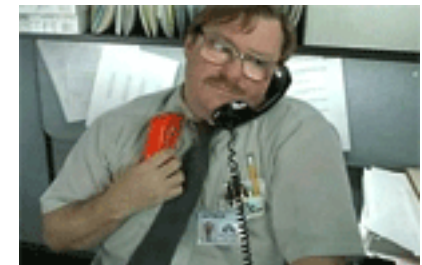
- Intuitive
- Efficient
- Reliable

Brand Comparison

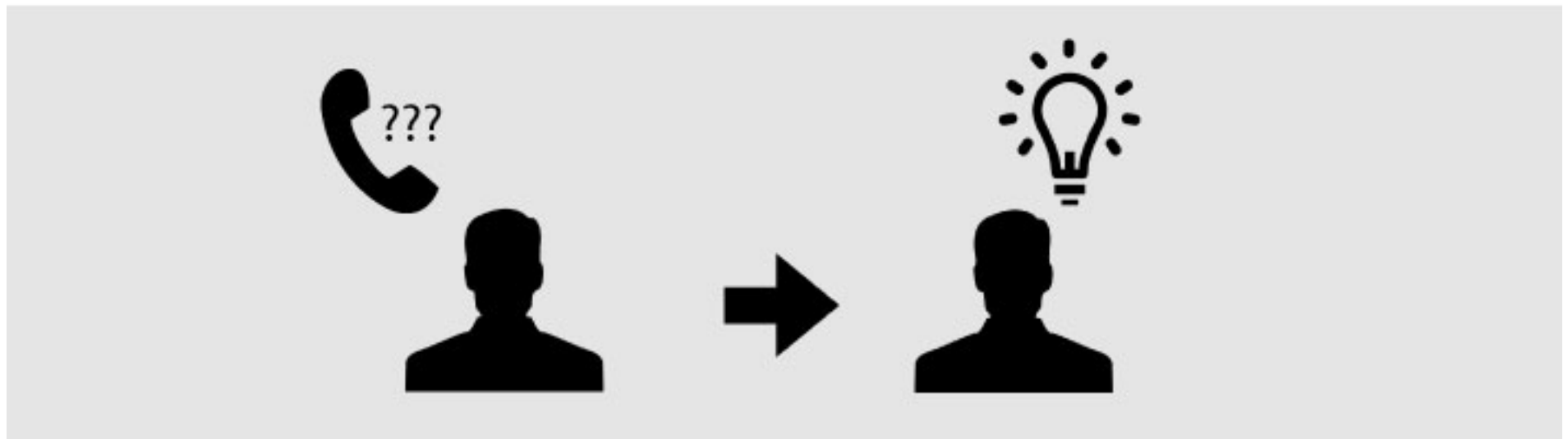Like   Not Like

Customer Mindset

Current Mindset

• Need hand holding

• Confusing

• Poor on boarding

• Frustrating

Desired Mindset

• Less hand holding

• Clear purchase flow

• Will return

• Fast

• Easy

Website Persona

If the Voxel website were a person...

What would their personality be like?

- Smart
- Cool
- Fun

How would they dress?

- Business casual
- T-shirt
- Blazer
- Stylish jeans

What kind of car would they drive?

- Audi TT
- BMW Z4
- Honda S222

What kind of music would they listen to?

- M83
- TV on the Radio
- Kanye West

Competitive Landscape

Inside the Market

Rackspace Hosting

Softlayer

Amazon Web Services

Audience Analysis

Current First Time User Journey

1. Brian is the CEO of an internet company that he created

2. He needs to find a hosting company that will meet his needs.

3. Brian goes to the Voxel website to find the best hosting plan for his company's needs. He gets lost and requires assistance.

4. He contacts customer support for help.

Intended First Time User Journey
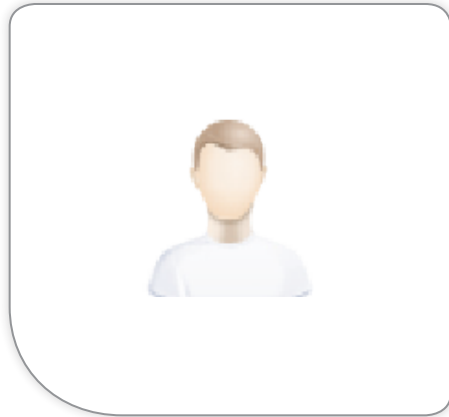
1. Brian is the CEO of an internet company that he created

2. He needs to find a hosting company that will meet his needs.

3. Brian goes to the Voxel website to find the best hosting plan for his company's needs.

4. He finds an online wizard that will help guide him through finding the correct managed hosting setup.

4. The process suggests the
VoxSERVERS Standard and he
proceeds to make the purchase.

Level of Knowledge

Power User

- Very specific technical specifications

- Will email sales rep

- Ignores live chat

- Buys as quickly as possible

Mid-level User

- Goes through purchasing steps

- Simetimes uses live chat

- Often calls sales rep

Low Level User

- Not sure of technical specifications

- Always calls sales rep

- Always uses live chat

User Goals

Primary

- Get set up and running

- Needs a high performance site

- Aquire more server space and / or CDN

- Compare pricing

Secondary

- Research possible solutions

- Research company information

- Download a white paper

- Make a comment on a blog post

Target Audience Profile

Key Characteristics

- Need to make the right choice about their infrastructure
- Their infrastructure **is** their business
- If they make the wrong choice, it could kill their business
- Don't want to make a big financial commitment upfront

Goals

- Validate the potential decision about an infrastructure partner
- Establish the scaling path and cost
- Efficient and quickly running site
- High performing site
- Worry free site

Frustrations and Pain Points

- Lack of support when things go wrong
- Lack of flexibility scaling up and sideways
- Inability to rapidly scale
- Inability for rapid provisioning
- Uptime

Business Goals

Business Goals

Primary Goals

- Move more of the business acquisition to online
- Have less customer service interactions
- Push the online configurator more

Secondary Goals

- Improve the portal
- Not require signing up to view the product configurator
- Provide a shopping cart experience
- Brand consolidation
- Single look and feel experience across all offerings

Success Indicators

- Number of sales

- Number of signups

- Improve conversion rate

- Obtain contact information for those who are not ready to buy yet

Website

New Features to Include

- Ability to save and return to an order at a later date and time for review and purchase
- Ability to send an order to another person for review and confirmation
- A more flexible, configurable sales wizard
- Login directly to Portal for existing customers
- Allow the user to search through and build products without signing in
- Include a remember me option on the login screen

Heuristic Evaluation

General suggestions

- Fix broken links

- Improve content strategy by consolidating pages with similar content

- Shopping cart should always remain apparent to user

- Use descriptions for Voxel branded products

- Portal should allow user to return to main site. and have a similar look and feel to site

- Portal should be more readily accessible

- Allow user to build a server without having to sign up

- Allow user to create their own account number

- Rephrase the word provisioning to something such as server management or cloud management

- Make customer service option apparent, but not immediate

- Keep terminology consistent

- System should only request user to sign in once

Slider is not intuitive

Amazon is less expensive

Page suggestions

- Remove slider functionality
- Focus on what Voxel offers compared to competitors

Experience Map

John: New Customer

Purpose: Purchase server space

Desired Experience

Google Search

Word of mouth

User likes site

User trusts company

User likes features

User likes cost

User uses configurator to customize their product

User chooses a pre-packaged bundle

User is happy with their product decision, makes a purchase

User is very satisfied

User returns to explore site and share with others

baseline — User explores site — User knows their exact needs — User makes a purchase — User returns to site for another purchase

Poor Experience

User does not understand site

User feels another company would be better for their needs

User does not like price

User does not value features

User calls customer service for help

User does not understand purchase process, leaves site

User did not like experience, did not return to site

Research	Enter	Engage	Check Out	Returning Customer
Website Google	Exploration	Product Decision Product Build	Purchase	Customer Experience

Research	Enter	Engage		Check Out	Returning Customer
Website / Google	Exploration	Product Decision	Product Build	Purchase	Customer Experience

1.a User is expanding their internet business and needs more server space.	2.a User enters site and explores company information.	3.a User compares prices and features.	4.a User uses configurator to build a product.	5.a User signs up and purchases product.	6.a User has a positive experience and returns to purchase more server space.
1.b User is starting an internet based start-up and needs to purchase server space.	2.b User is confused about how to make a purchase.	3.b User decides another server provider based on cost.	4.b User decides to purchase a pre-built bundle.	5.b User passes information to a colleague for final purchase.	6.b User does not have a positive experience, does not return.
1.c User needs to find a company for short term server space.	2.c User does not understand the custom products offered.	3.c User believes that the features offered are better than competitors.	4.c User does not know how to use configurator.	5.c User changes their mind.	6.c User returns to site to explore company information.
	2.d User is excited that there is short term server space.	3.d User believes that the features offered are not better than competitors.	4.d User calls customer service.		6.d User returns to site to share with others.
	2.e User believes that Voxel is the perferct company for their needs.		4.e User can not find configurator.		6.e User suggests company to others.
			4.f User chooses a pre-packaged bundle.		