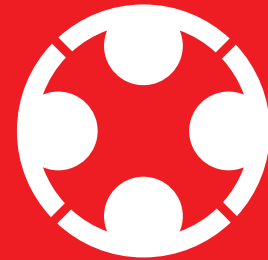




Web / Audio Conferencing Solution

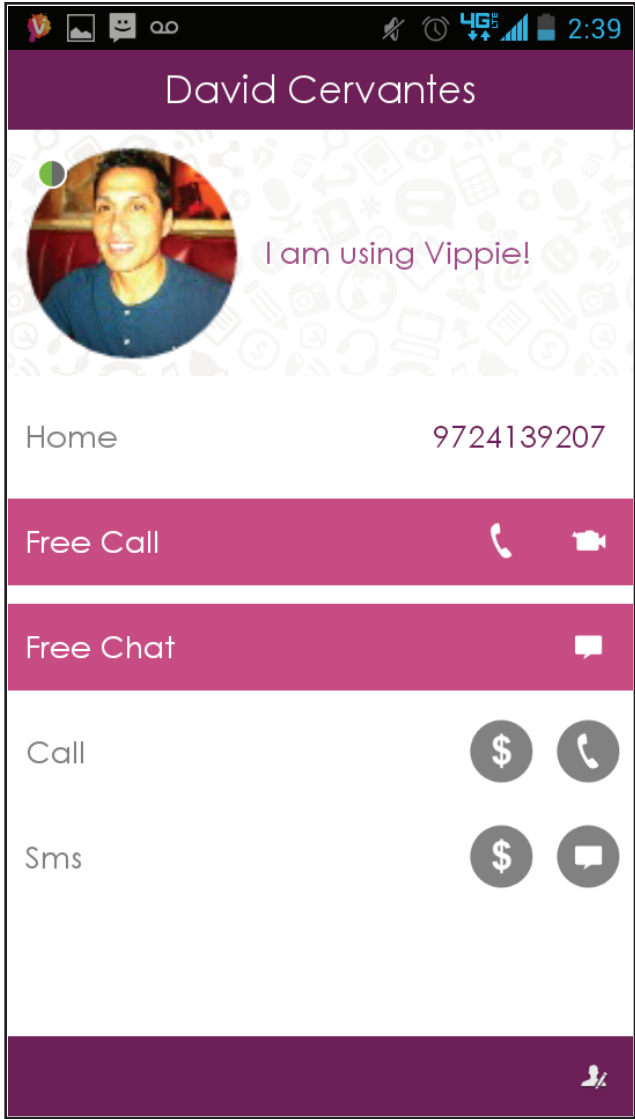
Competitive Research



Hello, I'm AJ...

UX / UI Design Lead & Manager

Competitive Review



Mobile Platforms

iOS

Release Date 05/15/2012

Last Update 01/01/2014

Android

Release Date 05/15/2012

Last Update 01/16/2014

VipPie

Quick Overview

Can toggle between all contacts and VipPie only contacts (this toggle is operated by small icons at the bottom, and you can not gesture between the screens like in the sign up process)

User profile only has call and sms options

Chat room has menu option dropdown for call / video / view profile / sms (although icons are still small and undescriptive)

Can set personalized status in profile edit

Can toggle between all contacts, VipPie Only contacts, and Favorites

UX Assessment

Application leaves much to be desired, as it's functionality really stops at being an alternative for your phones native dialer and sms texting

Sign In / Access

Use phone number or email to sign in

Sends verification code

Has Guided tour

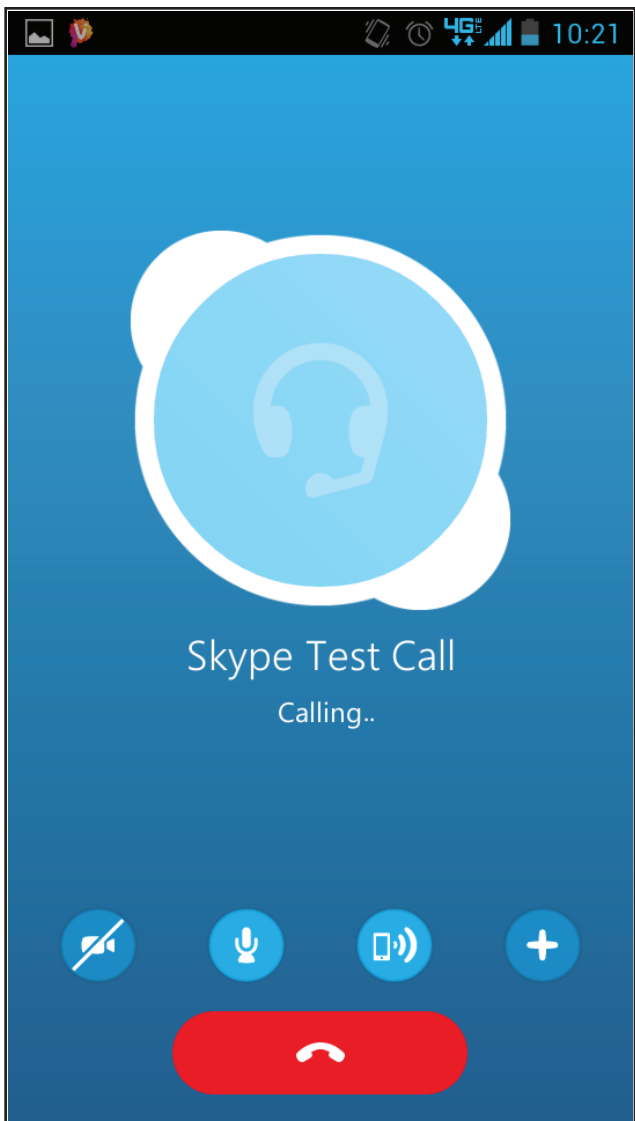
Integration

Sync: Device contacts, Facebook

No Event / calendar creation available



Competitive Review



Mobile Platforms

iOS

Release Date **2009**

Last Update **01/27/2014**

Android

Release Date **2010**

Last Update **12/16/2013**

Skype

Quick Overview

Profile menu, with the ability to set profile photo, availability status, and personalized message from the menu without drilldown

Can access contacts list from these sub-actions (either from app contacts or external apps)

Clicking on users in contacts brings up options to video chat, voice call, IM, and view full profile

Tapping on View full profile gives you personal info that the user can answer

UX Assessment

While the dashboard layout on entry give the user a good selection of what they really came to the application for (talking with your contacts), the user is still limited to Skype contacts only and the In Call features are very lacking. This application does have a in-app call experience none-the-less, which many conference apps do not have.

Sign In / Access

Can sign in with a Microsoft account or a personal skype account

Offers alternative names if your choice of username is unavailable

Create Account has options to add profile photo and an option to hear about skype features

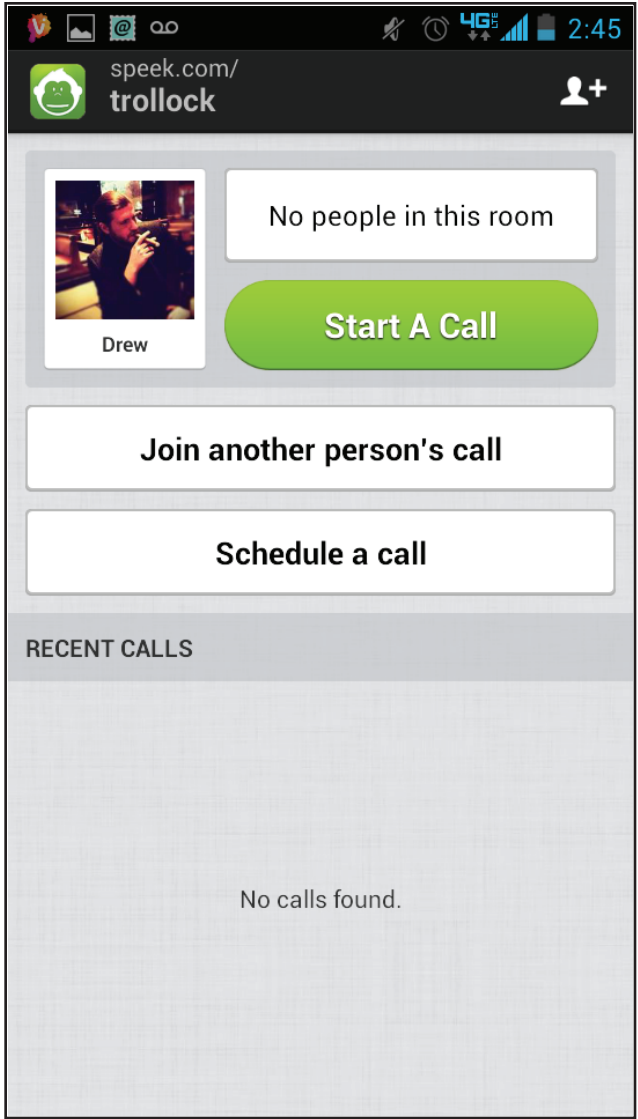
Integration

Sync: Microsoft contacts, Skype Contacts

No Event / calendar creation available



Competitive Review



Mobile Platforms

iOS

Release Date **12/18/2012**

Last Update **01/24/2014**

Android

Release Date **12/18/2012**

Last Update **12/12/2013**

Speak

Quick Overview

Call Scheduling uses your standard calendar application

Schedule a call handles functions within the application, and then passes to whichever application you want to also save the event in

During Scheduling, you can set your status as Busy or Free

UX Assessment

The user being provided with their own meeting room is very convenient for setting up host calls. However, event creation really depends on your other applications, and you are not prompted to invite users to join a call if you don't schedule before hand. The features during the call, being limited to only seeing who joined, leaves much to be desired with every other type of interaction that we want with individuals now (SMS text, Screenshare, etc.)

Sign In / Access

Offers options to sign up with facebook / google + from either Sign In or Sign Up options

Auto verifies number of phone you are on

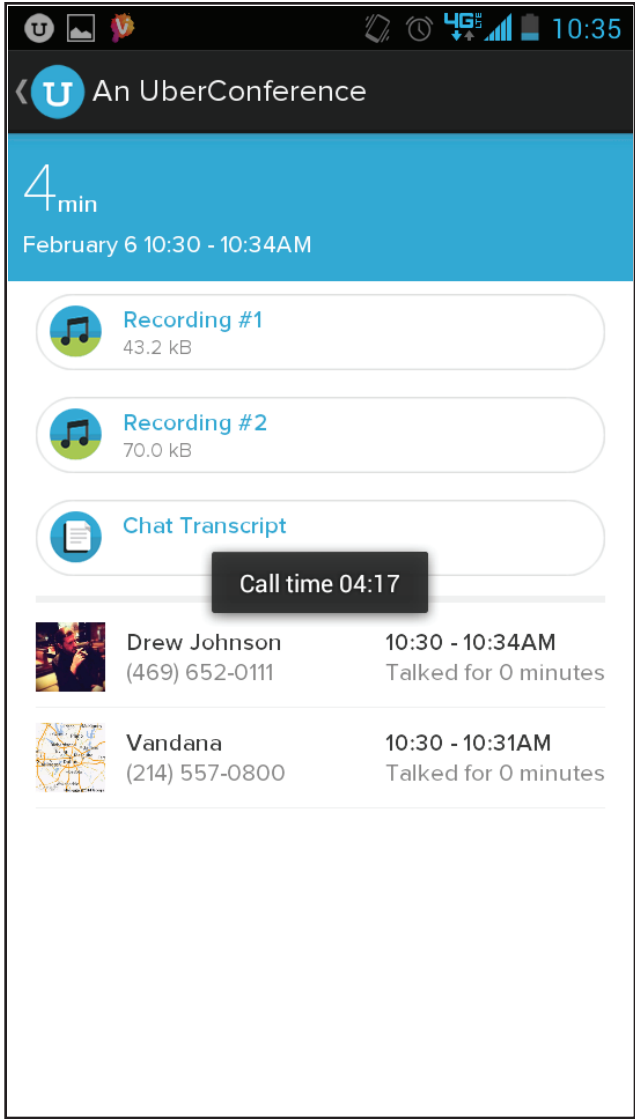
Integration

Sync: Device contacts, Facebook, Google+, Gmail

Calendar: native calendar application (GCal Android, iCal iOS)



Competitive Review



Mobile Platforms

iOS

Not available on iOS platform

Android

Release Date **2012**

Last Update **01/19/2014**

Uberconference

Quick Overview

Automatically places you in a personal meeting room

Gives you options to schedule a call from your own personal meeting room and invite personal contacts to your meeting

UX Assessment

Scheduleing is done within the application, but can then be shared with all other event / calendar applications, this is a great experience for setting up meetings,a nd keeps the process clean and simple. The during the call options went through great consideration of what a host and / or participant would want with IM messaging, recording the audio, messaging logs, and the ability to set your meeting as private to all others. Even after the call optionsare great with the ability to save many of these during call options, and to see more info on all participants. The landing page does leave more to be desired,but the rest of this applications functionality makes up for it.

Sign In / Access

Starts out with Guided Tour (video included)

Log in and signup both offer the ability to sign in with facebook / linkedin / google +

Profile name is based upon a url

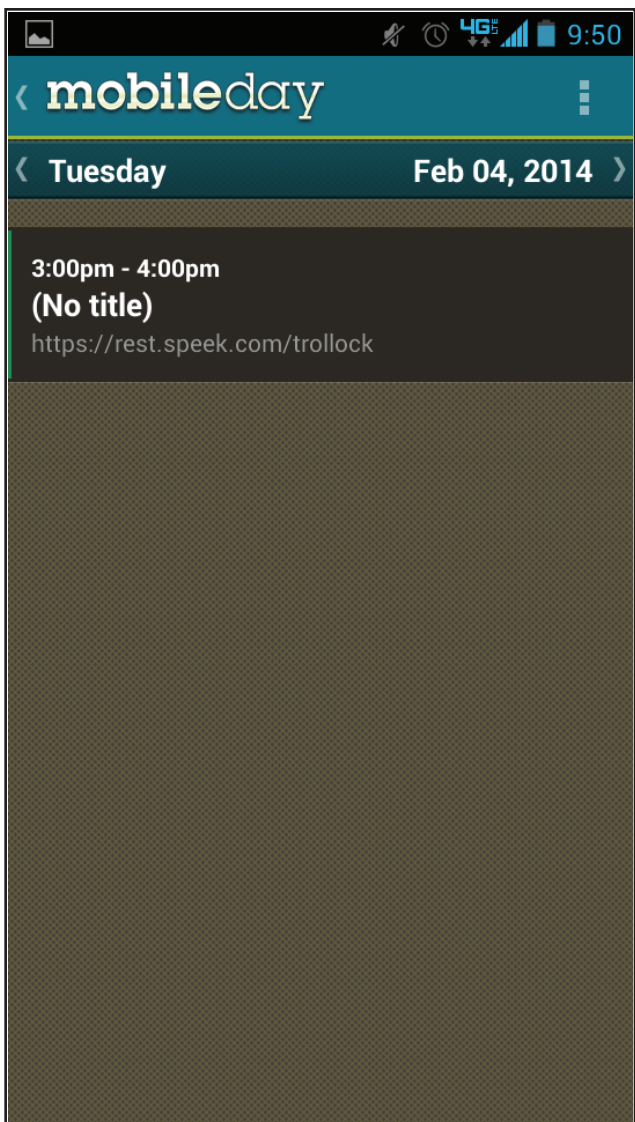
Integration

Sync: Device contacts, Facebook, LinkedIn, Google+, GMail

Calendar: native calendar appliction (GCal Android, iCal iOS)



Competitive Review



Mobile Platforms

iOS

Release Date **09/26/2012**

Last Update **01/16/2014**

Android

Release Date **09/26/2012**

Last Update **01/22/2014**

MobileDay

Quick Overview

Drops you into a event calendar view (can gesture between days)

Calendar uses other calendar apps to schedule all of your meetings

Tapping an event gives you options to email and text recipients or view meeting details

Email and text has options to type, and has auto reply options of "Running Late, Still Meeting?", Remind, or create a custom message"

Tapping details opens the event in the application the event was created in

Drop down menu options allows you to make a quick call, create and event, and other settings

Quick call gives you options to be a host or a guest

UX Assessment

The user being launched into a Calendar view is great for scheduling, which seems to be a big demand from these types of applications. Also the wide array of other calendar applications that you are able to sync is very convenient, and simplifies the event viewing / creation process. However, the fact that you still have to create an outside the conference bridge is still the big hinderance of this application. It limits the host to going back to other services, which brings into question why the user is using this application anyway.

Sign In / Access

Can sign in with facebook or create a custom account

Simple register process

Integration

Sync: Device contacts

Calendar: GCal, iCal, Gmail, Outlook



Competitive Review



Mobile Platforms

iOS

Release Date 01/20/2009

Last Update 01/12/2014

Android

Release Date 01/20/2009

Last Update 01/06/2014

Fuze

Quick Overview

Focus is to join a call immediately. There are no options to host a call, as the app prefers to handle host options through browser only.

Sign In / Access

There is no register process, gives you the option to automatically find a meeting ID

Gives a Guided Tour option and help section before you begin

UX Assessment

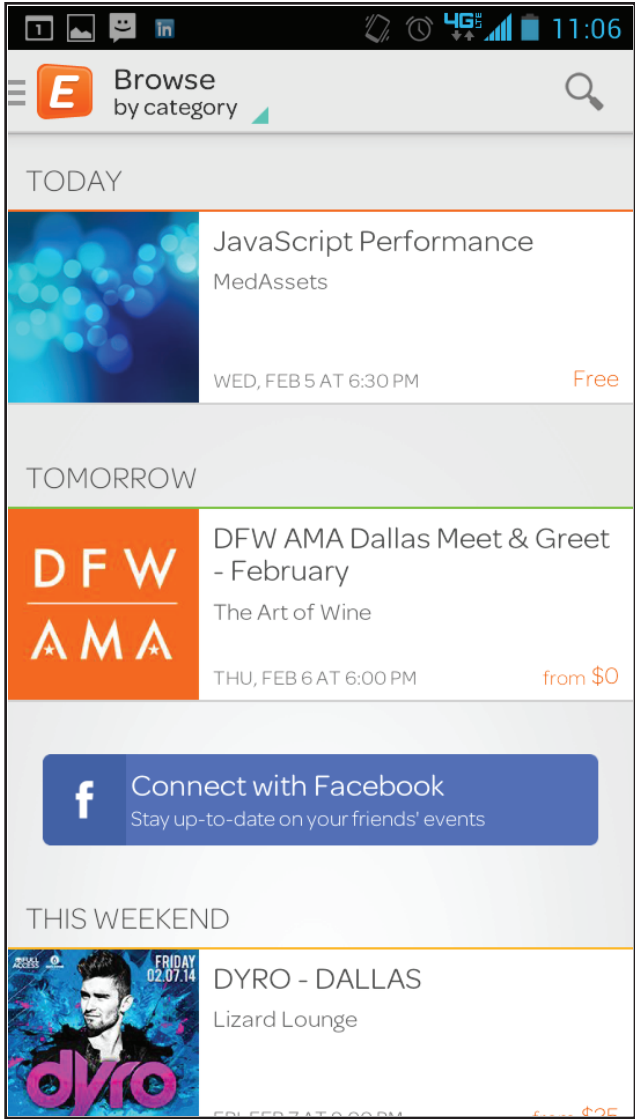
This application on mobile is horribly lacking. While the web host features have some value to them, on mobile you are limited to only being a participant. Your during call features are tremendously limited, there are no event creation options, and the limitation to needing a paid Fuze account really limits your call options. This app also seems limited to video only

Integration

No Contact Syncing

No Event / calendar creation available

Competitive Review



Mobile Platforms

iOS	
Release Date	12/16/2011
Last Update	12/27/2013
Android	
Release Date	05/15/2012
Last Update	01/16/2014

Eventbrite

Quick Overview

My Tickets shows reserved upcoming events, and your past events

Event Details screen displays a map of the location, a link to the event page, an ability to contact the organizer of the events, and ability to view the ticket that has a QR code to scan for entry to an event

Comes with a share option to be able to share across social networks

Saved event allows you to save event either on your own interaction in the app or from your other social networks

Discover allows you to find other events based on your attended events and from searching events on your other applications

UX Assessment

This application is great for viewing events. The discovery options for future event is fantastic, with filter and genre options in the search section. The user is given a map for the event location, with tons of additional info as well. The fact that it can also detect events based on your social network interaction and your location is very convenient for the user. While this is not a audio conferencing application by any means, this is great resourcing for event creation and scheduling

Sign In / Access

No register process, asks you to enter in the email that you placed a ticket order with

Can still access the main fly out menu from the login screen

Integration

No Contact Syncing

Calendar: Facebook, Google+



Competitive Review



Mobile Platforms

iOS

Release Date **12/18/2013**

Last Update **12/18/2013**

Android

Release Date **12/12/2013**

Last Update **12/12/2013**

ReadyTalk

Quick Overview

Lands you in View Meetings, with an option view to start or join an unscheduled meeting

Start audio has you search for a bridge that has already been created

Join audio only requests number and access code

UX Assessment

Application is very lacking, you are required to have an out side audio conference bridge from a different service, just to sign up. With using a different service with this application, the user can't even create a profile. This is highly cumbersome for a general user, and even a host / executive use case. It once again begs the question of why a user would even need this application.

Sign In / Access

Starts you off with account creation

You have the option to skip signin

Auto-detects the device number

Need to set up and audio conference bridge before you can sign up

Integration

No Contact Syncing

Calendar: Meetings are handled only with in app, no outside application syncing

