

DCOR 3

Voxel

Discovery Findings

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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

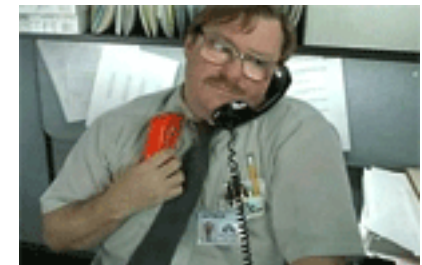
Like



BANANA REPUBLIC



Not Like



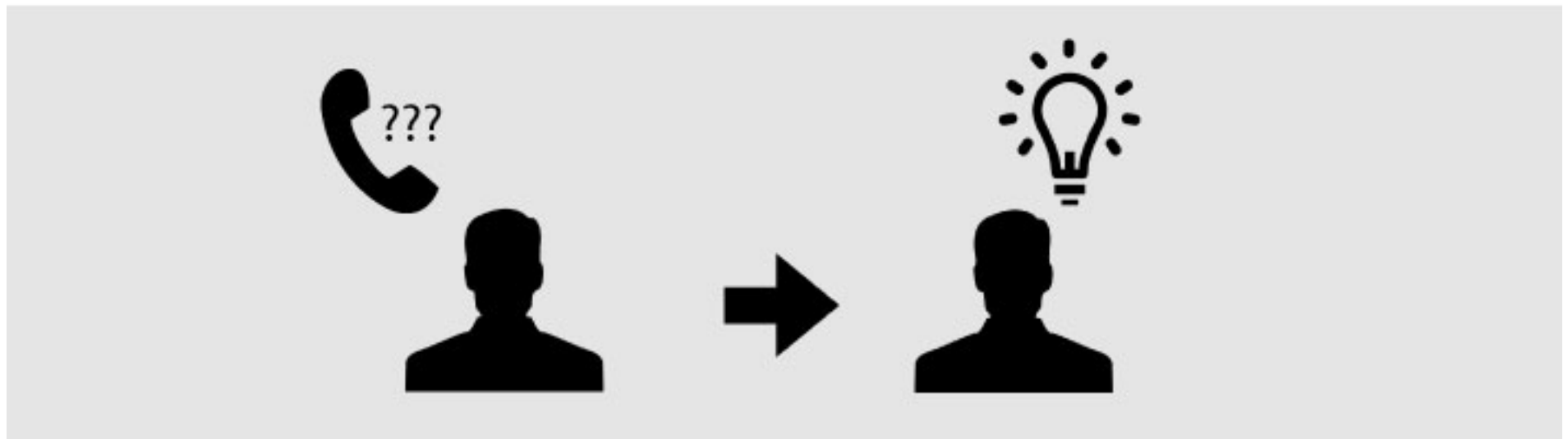
Customer Mindset

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

The screenshot shows the Rackspace Hosting website. At the top, there's a navigation bar with 'Home', 'Dedicated', 'CloudLayer', 'Managed', 'Advantage Services', 'Solutions', and 'Support'. A search bar and a 'Click to Chat' button are also visible. The main content area features a large banner with a man's face and the text 'LET US RESPOND TO YOUR ALERTS MANAGED CLOUD-BACKED BY FANATICAL SUPPORT™'. Below this, there are three main service categories: 'Cloud Hosting', 'Managed Hosting', and 'Hybrid Hosting'. Each category lists key benefits and features. For example, 'Cloud Hosting' includes 'Up and running in minutes', 'Servers, storage, load balancing', and 'Scalable, pay-as-you-go pricing'. 'Managed Hosting' offers 'Customized server configurations', 'Fully managed private clouds', and 'Advanced server monitoring'. 'Hybrid Hosting' is described as 'Dedicated servers for performance-intensive applications' and 'Cloud servers for on-demand scaling and cost savings'. At the bottom, there are sections for 'Enterprise Solutions', 'Partner Program', and 'Cloud Private Edition', along with a 'HEAR IT FROM OUR CUSTOMERS' section featuring logos for Postorius, iStock, and iMG. The footer contains a detailed 'CONTACT US' section with phone numbers, email addresses, and social media links.

Rackspace Hosting

The screenshot shows the SoftLayer website. The top navigation bar includes 'Home', 'Dedicated', 'CloudLayer', 'Managed', 'Advantage Services', 'Solutions', and 'Support'. A 'Click to Chat' button and a phone number '866.398.7638' are prominent. The main headline reads 'Store. Scale. And (wait for it) Find.' followed by 'Taggable, searchable, and available. Softlayer Object Storage is here.' Below this, there are two main service offerings: 'Dedicated Servers' and 'CloudLayer Computing'. 'Dedicated Servers' is priced at '\$139/mo' and is described as 'Dedicated hosting with unparalleled advantages'. 'CloudLayer Computing' is priced at '10¢/hr or \$50/mo' and is described as 'an unrivaled cloud hosting experience'. A 'Compare Hosting Options' section is also visible. The bottom of the page features a 'CONTACT' section with links for 'Corporate Info', 'Careers', 'Media & Analysis', 'Legal', 'Privacy', and 'Sitemap'. There is also a '108 Like' button.

Softlayer

The screenshot shows the Amazon Web Services website. The top navigation bar includes 'Sign Up', 'My Account / Console', and 'English'. The main headline is 'Innovation. Powered by Amazon Web Services'. Below this, there are four main service categories: 'Compute', 'Database', 'Storage', and 'Networking'. 'Compute' is described as 'Scale to meet your application demands, whether one server or a large cluster'. 'Database' offers 'Leverage scalable database solutions, from managed MySQL or Oracle, hosted enterprise database software, or non-relational database solutions'. 'Storage' is described as 'Utilize cost-effective solutions for storing and retrieving any amount of data, any time, anywhere'. 'Networking' offers 'Customize and control your network resources, both inside and outside the cloud'. There is also a 'Recent News' section with announcements like 'Amazon DynamoDB Now Available in Japan' and 'Amazon ElastiCache Now in Two Additional Regions'. At the bottom, there is a 'Fault Tolerant Applications' section with a 'Download the AWS Whitepaper' button.

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.

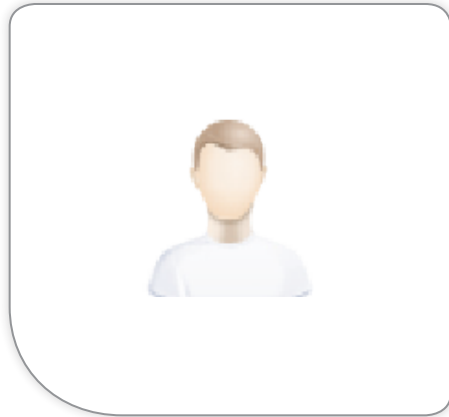


3. Brian goes to the Voxel website to find the best hosting plan for his company's needs. He gets lost and requires assistance.



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
- Sometimes 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
- Acquire 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

Compare VoxCLOUD Prices

rackspacelcloud	voxel VoxCLOUD	amazon elasticcloud
"Shared CPU"	1 Dedicated CPU Core	1 "ec2 Compute Unit"
\$0.12/hour \$86.40/monthly	\$0.10/hour \$72.00/month	\$0.08/hour \$57.60/month
2GB	20% of Fast DDR3 RAM	1.7GB RAM
No Free CDN	Free CDN 500/US 250/EU-Asia GB/mo	No Free CDN
No Hybrid mixing with Physical Servers	Yes Hybrid mixing with Physical Servers	No Hybrid Mixing with Physical Servers
No Support Available	Yes ProManaged Support + \$179 per mo	No No Software Support Available
Yes API Available	Yes API Available	Yes API Available
Yes Simple Pricing	Yes Simple Pricing	No Simple Pricing
Yes Windows Only Application	Yes Free OSX/Linux/Win Application	Yes Firefox Extension
	Sign Up	

All prices from rackspace.com as current of Nov 18, 2010. All prices from Amazon as current of Nov 18, 2010 based on \$0.06 per GB.
Amazon instance comparison based on Unibench performance statistics.

Latest Blog Feed: Looking at the Benefits of Solid State Drives – Voxel Chats with Alex Mei, CMO, OCZ

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

