

## Project 2

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**TEXT / CHAT MESSAGE AGGREGATOR APP**

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## Competitors

This project is interested in designing an message aggregator for SMS and social media text and chat messages. Potential users might be power users like social media managers, and users who rely on sending and receiving multiple SMS and text/chat messages per hour using multiple apps.

Three competitors were reviewed for this project: Mightytext, Franz, and Rambox. Each of these apps are designed to aggregate messages in some capacity. There are some similarities and differences between them. Mightytext has over 70,000 Facebook likes and followers, whereas, the other two apps appear to be less known.

I ran into functionality difficulties when I downloaded Franz and tried to download Rambox. Perhaps, both of these products are still in development or not functioning properly.

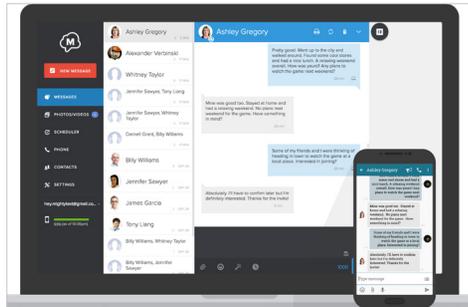
It might be significant to mention that the majority of my survey respondents have never used a text/chat message aggregator, which suggests that there might be opportunity here worth exploring.



<b>How do they position themselves?</b>	Send & receive SMS and MMS from your computer or tablet, using your current Android phone number. Messages stay in sync with your phone's SMS inbox. Syncing and super simple photo/video sharing too.	Franz is your messaging app / former Emperor of Austria and combines chat & messaging services into one application. Franz currently supports Slack, WhatsApp, WeChat, HipChat, Facebook Messenger, Telegram, Google Hangouts, GroupMe, Skype and many more.	Rambox is a workspace browser that allows you to manage as many applications as you want, all in one place. It is perfect for people who care about productivity and work with many applications, both business and personal. With Rambox you can have all your frequently used applications in one place, with the minimum maintenance effort.
<b>Who is their primary audience?</b>	Android users	Mac, Window, and Linux users that use message apps	Mac, Window, and Linux users that use message apps
<b>What user groups are they targeting?</b>	SMS and message app users	SMS and text and chat message app users, including social media apps	SMS and text and chat message app users, including social media apps
<b>What are their key differentiators and features?</b>	Android ONLY for tracking SMS and text messages, notifications, photo and video syncing between devices, schedule messages to be sent in the future, create desktop themes, send SMS via GMAIL, and more	Combines text and chat messages in a dashboard in one application, easy syncing, and available in multiple languages.	A dashboard, which manages Android SMS and many text/chat message apps (including social media). Includes a spell checker and other features.

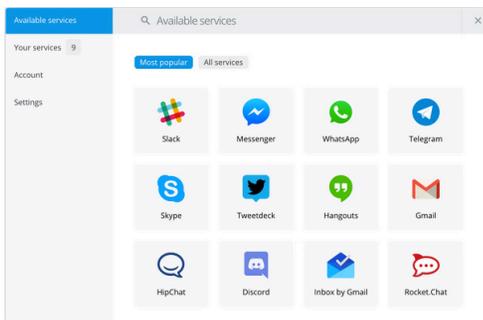
## 4 Competitor SWOT Analysis

### Mightytext



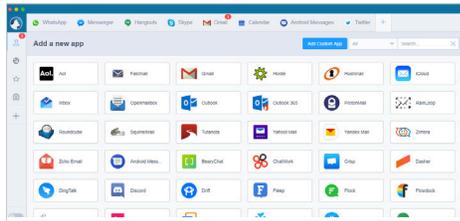
	POSITIVE	NEGATIVE
INTERNAL	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• It is simple</li> <li>• Clean dashboard interface</li> <li>• Focused on only SMS messages</li> <li>• Can schedule when to send a message</li> <li>• Access contacts</li> <li>• Send photos, videos, links</li> <li>• Sync all devices</li> <li>• Help/Knowledgebase</li> <li>• 70,000+ Facebook followers, 74,000+ Likes</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Last Press attention added to the site was in June 2013</li> <li>• Facebook page does not look the way you would expect for an active product</li> </ul> <p>Both of these points weaken confidence in the products' social proof.</p>
EXTERNAL	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• To expand to include IOS iphones</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• The development of similar products that also focus on IOS iphones.</li> </ul>

### Franz



	POSITIVE	NEGATIVE
INTERNAL	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Clean dashboard interface</li> <li>• Downloadable desktop app</li> <li>• Claims to support many text/chat message apps</li> <li>• Can sync in multiple device locations</li> <li>• Available in multiple languages</li> <li>• 5000+ Facebook followers and likes</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• The downloadable desktop app did not function very well</li> <li>• Not clear how to get it to work</li> <li>• Lacks strong social proof, such as highlighting it's followers/likes, yet it mentions it is "Featured on the Internet's finest publications, with the publication logos, but it is unclear what this means"</li> <li>• On it's Facebook page, it has not uploaded anything since NOV 2017</li> </ul>
EXTERNAL	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• There are few competitors, therefore it has an opportunity to develop a new product that solve peoples needs</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Did not to appear to be functioning properly</li> </ul>

Rambox



	POSITIVE	NEGATIVE
INTERNAL	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Clean dashboard interface</li> <li>• Claims to work with multiple apps</li> <li>• Cross platform</li> <li>• Has an Ad block feature for each app</li> <li>• Spell checker</li> <li>• Do not disturb mode for preventing notifications and sounds</li> <li>• FAQ's page and knowledgebase, phone number</li> <li>• Provides a FREE and open source version via Github</li> <li>• 1000+ Facebook followers and Likes</li> <li>• Last Facebook was AUG 2018</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Claims to have 50,000+ users, but it's Facebook page does not reflect this, which weaken confidence in the products' social proof</li> <li>• Has an additional feautres for JS and CSS, but doesn't provide a good example for why a user would want this feature</li> <li>• When attempting to download FREE open source version via Github, it did not work</li> </ul>
EXTERNAL	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• There are few competitors, therefore it has an opportunity to develop a new product that solve peoples needs</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Did not to appear to be functioning properly</li> </ul>

What can we learned from our competitors?

Mightytext focuses on sending and receiving SMS and MMS using any device. Franz and Rambox combine chat and messaging services. However, Rambox also includes Android SMS messages.

There are not a lot of competitors in the market and they each have taken a different approach to aggregating text/chat messages. Mightytext has limited it's audience to Android users only, whereas the other two apps, Franz and Rambox are cross-platform available for Mac, Windows, and Linux users.

According to my survey (results later in this document), more than 90% of the survey respondents reported that they have never used a text/chat aggregator app, yet more than 50% were willing to try one. Still questions exist. For users who text/chat using more than 1 app,

especially social media apps, how much time do users waste opening each native app to read and send their emails? In social media apps, do they get distracted that results in wasting time? Franz and Rambox aggregates social media text/chat messages, do these apps save users time? Which, if any, of these three competitor apps, are a 'pain-killer' or 'vitamin?' This is an important distinction because a pain-killer is a necessity that resolves a problem; whereas, a vitamin is a nice to have. Pain-killer products likely have a better chance for success.

Each of three competitor apps present a platform for this project to build on. There are still a few questions regarding whether users want an app, which combines their SMS type text/chatting messages with their social media type text/chats messages? If a product, which has this capability doesn't exist, how do users know if it is something they would want? It relies on the users imagination, which can also be in battle their security and trust

concerns. Therefore, I am not sure if at this point we can know whether or not this is project is a pain-killer, however I do believe that a MVP low fidelity prototype, which is user tested would surely offer new insights and further opportunities for discover.

For this MVP, it may be sensible to start with a simple wireframe designs focusing on SMS type text/chat messages, and to design a product that is agile with the ability to later also aggregate social media type text/chats messages, and possibly notifications.

Target Audience

The target audience should include smartphone users between ages 16 and 50 years old; who use more than one app for texting and chatting, including social media apps.

## 6 Competitor Features

	MIGHTYTEXT	FRANZ	RAMBOX
<b>Website</b>	mightytext.net	meetfranz.com	rambox.pro
<b>Development stage</b>	unclear	unclear	unclear
<b>Downloadable app</b>	Android only	Windows/Mac/Linux	Windows/Mac/Linux / Via Github - did not work
<b>Web-based</b>	Computer/Tablet only	yes	Not functioning
<b>Type of interface to access apps</b>	dashboard	dashboard	dashboard
<b>Browser friendly</b>	Any	Any	Any
<b>Sync SMS messages capabilities</b>	yes	no	yes
<b>Support multiple SMS and chat apps</b>	both	only chat	both
<b>Manage notifications form multiple apps</b>	yes	no	yes
<b>Access contacts</b>	yes	unclear	yes
<b>Attach Links</b>	yes	unclear	yes
<b>Attach Photo and Video</b>	yes	unclear	yes
<b>Scheduler to send text/chat messages</b>	yes	unclear	unclear
<b>Calendar</b>	unclear	unclear	unclear
<b>Text message directly form GMAIL</b>	yes	unclear	unclear
<b>Do not disturb mode for notifications</b>	unclear	unclear	yes
<b>Search capabilities</b>	unclear exact capabilities	unclear exact capabilities	unclear exact capabilities
<b>Enable/disable feature without deleting apps</b>	unclear	unclear	unclear
<b>Change layout / theme</b>	yes	unclear	unclear
<b>Ad blocker</b>	yes	unclear	yes
<b>Spell checker</b>	unclear	unclear	yes

	MIGHTYTEXT	FRANZ	RAMBOX
Support/FAQ/Community Support/ knowledgebase	yes	limited	yes
Developer contact form and/or phone	yes	none/limited	yes
Security Features	<p>MightyText takes appropriate security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information that we collect and store. These measures vary based on the type and sensitivity of the data. Unfortunately, however, no system can be 100% secured, so we cannot guarantee that communications between you and MightyText, the Services, or any information provided to us in connection with the data we collect through the Services will be free from unauthorized access by third parties.</p>	<p>If you explicitly opt in to synchronize your session data (session data usually does not contain any passwords) with your other computers, we will encrypt your credentials, using high security industry standards, and store them as long as necessary on our servers. The encryption of your data will happen on your computer. We will never have access to plain text credentials.</p>	<p>HOW DO WE KEEP YOUR INFORMATION SAFE?</p> <p>In Short: We aim to protect your personal information through a system of organizational and technical security measures.</p> <p>We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal information, transmission of personal information to and from our Apps is at your own risk. You should only access the services within a secure environment</p>
Message/chat confidentiality	<p>In order to use certain features (like sending an SMS from our web application), you need to log in using your Google Account credentials. When you create a MightyText account, we collect and store the information you provide, like your verified email address, phone number, and assign you a unique identifying number ("Account Data"). We never have access to your Google Account password.</p>	<p>Franz is very close to a web browser and does not need direct access to external service API's. That means Franz does not store any of your external service login credentials on your computer or on a cloud service.</p>	<p>We collect personal information that you provide to us such as name, address, contact information, passwords and security data, payment information, and social media login data .</p>

Introduction: The Problem

This project surveyed users about their text/chat message communication experiences, behaviors, and habits; their use of GMAIL; and their security concerns.

This project specifically is interested in two different types of message apps. Type A, apps used specifically for text messaging, like SMS, iMessages, and WhatsApp. Type B, social media apps, such as Slack, LinkedIn, and Instagram.

Currently, there are only a limited number of message aggregators available; none which are well recognized. Most people read and send their text/chat messages within the native app. Security and trust maybe a significant hurdle. Users might not be willing to buy into an app that requires sharing their usernames and passwords for other apps in order to aggregate their messages in one location.

Texting and social media chat messaging might be as common as reading and sending emails. For some people, text/chat messaging is a preferred modality for communication. It is quick, easy, and you can orally dictate and don't have to type. However, it can also be very seductive and time consuming. It present opportunities, which distracts a user beyond just reading and sending a message. Users reported concerns with distraction that resulted in wasting time, getting easily pulled into a text/chat, discussion or distraction by other features with an app. So if this is a significant problem, it is possible an aggregator could provide a solution that reduces distraction, saves time, and ultimately, increases efficiency and time.

Survey Results

A preliminary survey was taken by 34 survey respondents, who were asked about their text/chat messaging behaviors.

Respondent Demographics

**54.5%** MALES  
**45.5%** FEMALES

Survey Respondents Age Groups

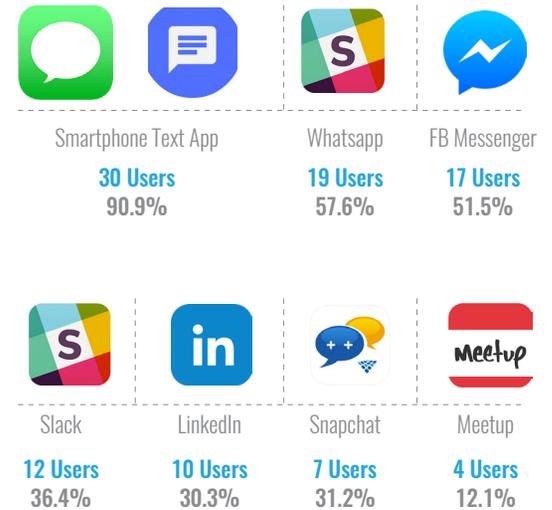
Ages	Total Number	Percent
16-25	9	27.3%
26-30	3	9.1%
31-40	10	30.3%
41-50	6	18.2%
51-60	2	6.1%
61-70	2	6.1%
70+	1	3%

Preliminary Survey Findings

**100%** of the **USERS** use a **SMART PHONE**

**82.4%** Communicate with text message with more than one app (Such as with your smart phone text messages, Facebook Messenger, WhatsApp, Slack, Viber, Google Hangout, SnapChat, WeChat, Mood Messenger, Skype, etc)

Mobile apps, which the 34 survey respondents use most



\*Users also reported using Meetup (3), WeChat, Viber, Discord, GroupMe, Instagram, and Twitter

Of the 34 SURVEY RESPONDENTS:

**60.6%** they were willing to try a mobile app, which aggregated their text/chat messages from the multiple apps they use

**51.5%** Stated it would be of interest, if this app could also aggregate notifications, but in a separate folder

Features Survey Respondents Would Most Use

**78.8% (26)**  
Ability to populate all of your messages in one location

**72.7% (24)**  
Maintain all current text message features

**60.6% (20)**  
Adding emojis

**39.4% (13)**  
Linking to a calendar

**21.2% (7)**  
Ability to create folders, similar to email programs

**78.8% (26)**  
Reading and sending text messages

**69.7% (23)**  
Sending attachments

**57.6% (19)**  
Accessing contacts

**33.3% (11)**  
Filter all of your apps' notifications, so they populate separately into one folder

**18.2% (6)**  
Texting in multiple languages

Features Reported as Annoying

An email tab as well to navigate quickly between different email platforms

The inability to have the option to silence notifications

When apps do not support reading texts

Messages from unknown people

Pop-up ads

Slow speeds

Giving one company access to read all of my communication channels

The inability to ignore certain senders or channels

Features, which compromise security

Automatic notifications

Android emojis

The Second Survey

The results of the preliminary survey suggested that users are likely to be interested in an app, which aggregates their text/chat messages from multiple apps in one location.

The following pages are the results from a second survey, also with 34 respondents. The users were asked users more specific questions about their text/chat messaging experiences, behaviors, and habits.

On Average, User's Daily Apps Use

**88.2% OF USERS** read and send **TEXT/CHAT COMMUNICATIONS USING 1-5 APPS DAILY** on their computer, ipad, tablet, and/or smartphone

**27.3% (13)**

of users read and send text/chat messages every hour

**30.3% (13)**

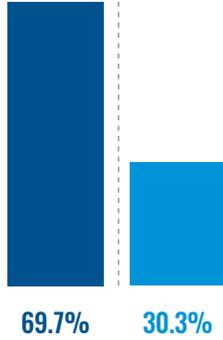
of users read and send text/chat messages every few hours

**39.4% (13)**

of users read and send text/chat messages multiple times/hour

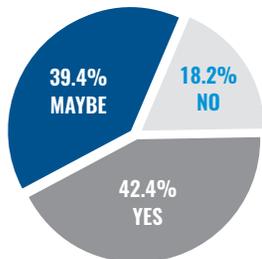
Features Survey Respondents Would Most Use

Almost 70% of survey respondents reported that they have had the experience of getting distracted by other app features (i.e. social media) that resulted in wasting time, when they open an app to read or send a message.



In the preliminary survey, **60% of users said they would be willing to try a mobile app, that aggregates text/chat messages from the multiple apps they use.** In the second survey, users appeared to be more hesitant when asked:

Assuming you use more than 1 apps to read and send text/chat messages, **would you use a text/chat message app, which could aggregate all of your messages from multiple apps, if it saved you time and quick access to reading and sending your texts/chats?**



Users Experience, Behaviors, and Habits with GMAIL

Users were asked about their experience using GMAIL because GMAIL has many features, which could be transferable to a text/chat message aggregator.



What Users Dislike or Found Annoying about GMAIL

Group all emails in threads, makes it hard to find attachments	Confusion with the way emails are layed out and identifying all the 'replies'	Difficulty with finding 'reply' and 'forward' commands on the mobile phone
Difficulty with aggregating other email accounts to receive those emails via GMAIL	Unclear buttons that make emails disappear and they are difficult to retrieve	Difficulty finding emails that have been accidentally deleted in the trash
Ads that pop up, specifically targeting things I've discussed in emails or based on past searches	Prefers an interface with more informative and relevant information, like the local weather, news, widgets, etc	Prefers a reading pane on the left for navigating the inbox, while seeing the message on the right side
Difficulties in going back to the original email you are answering	Too much junk mail and retailer ads	Hard to organize mail / always searching

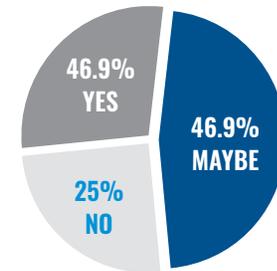
Confusion Some People have with a GMAIL Feature

Perhaps GMAIL is not doing a great job at explaining how to categorize folders for certain emails to get automatically dropped into those folders. Two respondents expressed their frustration with this, while one respondent clearly contradicted them by professing his/her love for how GMAIL categorizes folders.

Wishes it was easy to create rules for certain emails in order to organize files	Inability to create rules based categorized inboxes for different topics	NOTHING I like the way I can create rules to categorize folders for different topic emails
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What if the Message Aggregator Behaved like GMAIL?

**Users were asked:** If they would use a product, which organizes your text/chat messages similar to the way GMAIL works, except instead of it being email it is for text/chat messages?



**91%** Don't know or have never used an app, which aggregated their text/chat messages from multiple apps in one app

## Does it Make Sense to Create a Message Aggregator?

## WHY USERS FELT IT MADE SENSE

*"I don't think about the type of message or which app the message comes from when I am sending messages."*

*"Sometimes messages can slip through the crack, when you are using multiple apps."*

*"I don't like being distracted by other parts of an app."*

*"Time Optimization"*

*"They are all considered direct/private messages, so I don't see why you shouldn't lump them together."*

*"It would save me time so I wouldn't have to open multiple apps to respond to different text/chat communications."*

*"Because it would reduce having to view multiple apps."*

*"One stop shop for simply messaging would be very convenient and accommodate the app preferences of my contacts leading to a more open line of communication."*

*"More convenient to check everything at once."*

*"It wouldn't hurt to include social messages as well, if the user wants them."*

*"Save time by just checking on app. I hardly get texts on facebook unless they are important."*

## WHY USERS FELT IT DIDN'T MADE SENSE

*"They are used for different types of things, so if you had them both one would just feel like clutter for the other."*

*"Separate apps have separate features. For example, I only use WhatsApp for my international friends."*

*"I use LinkedIn for specific types of conversations so I like it native to the site. I am more professional, I'll edit my comments more carefully, and I may want to link or follow up on something from that site, so built-in makes sense in these cases."*

*"Apps can get hacked and I prefer to keep my messages private."*

*"Because each app is so different."*

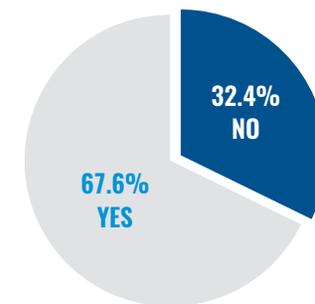
*"It only gives user a perception of saving time, when in truth everything depends on the user's hand typing speed."*

**38%** Felt it made sense and  
29.4% were unsure.

## Security and Trust

Users were asked if they agree with this statement:

*"I would be really hesitant to use an app like this because it would require giving authorization from pretty much all of my accounts to it. That's a lot of data and it would take a lot to make me trust it."*



Not surprisingly, the majority of users agreed.

### Security and Trust, Continuation

Users were then asked:

*Assuming that this app used the most advanced security measures, what would make you feel safe enough that you might trust an app similar to the one described in this survey?*

*“As long as my data and information wasn’t being shared with any other organizations or app. I would use it. As long as the messages were encrypted the way iMessage is, I would be comfortable using it.”*

*“If the app is useful, I generally don’t have issues trusting it with basic data.”*

*“Proper communication of security measures to users. Easily understandable privacy information. A nice modern looking UI helps give credibility.”*

*“I would like to try something like this.”*

*“Two factor authentication.”*

*“Two way encryption, similar to what is done in WhatsApp.”*

*“I doubt anything would. I don’t like giving permissions.”*

*“Honestly, maybe nothing. Companies we trust for years are constantly reporting data breaches.”*

*“Nothing.”*

*“Strong password/authentication processes.”*

*“I think if the app only asked for access to messages I would be fine with it, but I don’t think I’d give any other permissions.”*

*“Not much.”*

*“Nothing, there is always a way to hack stuff.”*

*“The fact that it uses advanced security is enough. I’m already used to giving away access.”*

*“I would just trust it, my messages are not that useful to others.”*

*“If it doesn’t store data on its own server, and doesn’t use it for marketing, sales, or research and the data belongs to me.”*

*“Never.”*

*“Not sure.”*

*“No, I like having different apps. If one fails, I fallback on another app to communicate.”*

*“I don’t trust any app.”*

*“Maybe, but even the most secure can still be compromised.”*

*“No. If this data was stored on a private server it would be a game breaker for me. I would be concerned with trusting a company to keep my private communication safe from hackers to the point where I would not feel comfortable with an app like this.”*

*“It depends, apart from the function I will also consider about the look and other stuff.”*

*“Some form of encryption.”*

*“Yes, if it protected me.”*

*“A unique identifier and password for each person.”*

*“Reviews.”*

*“Nothing, it’s not about trust issues.”*

*“I’m sure I’ve already given away my data without even realizing.”*

*“I would trust it.”*

*“Maybe —Couldn’t even the most advanced security measures possibly be hacked?”*