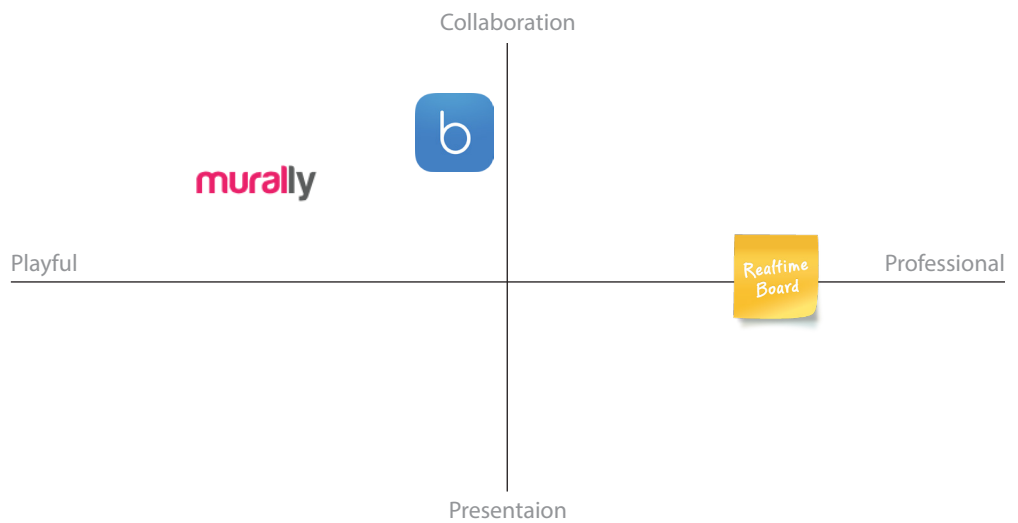


Bluescape Competitive Audit

December 17, 2014

After all of the analysis of the competitive landscape (detailed below) we have found the products/services to fall into the market according to the following grid.



Next, we looked at the features that each service offered and compiled them into a list. From there we were able to isolate key features that Bluescape will need to include to be competitive in its market.

	Pricing	Presentation	Real Time Collaboration*	Serial Collaboration*	Interoperability	Cross-Platform	Input Methods	Workspace Usability	Account, Session Mgmt	Aesthetics	Sound Effects	Final Score
Bluescape	\$2-3 user/mo	1	1.5	1	1	2	2	1	2	1.5	0	1.3
Realtime Board	\$8 user/mo	2	2.5	2.5	3	0	1.5	3	1.5	2	.5	1.85
Murally	\$10-20 user/mo	2	2	2.5	2	0	1	3	2	1	0	1.55

*Explain Real Time Collaboration

*Explain Serial Collaboration

What elements of design are they using. Color, style, typography etc. What is their personality?!



Bluescape excels at cross platform collaboration with a unique touch wall experience. It has the lowest latency workspace syncing performance. Lack of feature parity across the clients is a weakness, as is lack of basic features like chat, metadata, basic usability features or a presentation mode. Pricing is best in amongst the three products.

Bluescape brands themselves as a service that "Connects everything", however this is not true in practice, and gives false expectations. Aesthetically, it splits between a professional look and a more playful one (ex. Dosis vs Source Sans Pro fonts used together). There is not a blend of professional and playful, but rather one or the other in isolation (portal vs workspace). Dropbox is a good example of blending the two rather than isolating them.



RealtimeBoard excels at workspace usability with many supported import file types and content organization tools such as alignment and grouping. It has good support for collaboration with chat, commenting, and activity indicators. In addition, it has a capable presentation mode. With no activity logging, it is weaker than Murally at serial collaboration. Its management portal is lacking in UI polish and usability. Realtimeboard is only available on the desktop and has a mid-range pricetag.

RealtimeBoard has a very strong and refined visual brand. They have integrated one of the main elements of their product (sticky note) into their logo and use it consistently in their website and app. Their chosen aesthetic feels dated when compared to today's evolving (mobile/flat dominant) landscape. They rely on a very skeumorphic metaphor (see sticky notes), and can be visually overwhelming.



Murally excels at workspace management and navigation. They include an activity log, content searching and a mini map where you can view each collaborator's viewable area. With content management, scaling, rotating and aligning objects is very easy and intuitive. They fall short with a limited size for the workspace. Their portal and workspace UI's are not easy to navigate and find what you are looking for.

Murally is very feature rich, however the UI feels rushed and lacks the polish to fully take advantage of its features. While they have updated their website to a very modern look, their app is much less polished (there are menus on all 4 sides of the UI for example). This contrast can be quite jarring and exposes the lack of quality in their app.

Overall Landscape Summary

Our main visible competitors in the collaborative visual workspace industry are web browser bound with weak or non-existent cross platform support. Their advantages over Bluescape are likely a result of focus on a single platform. If Bluescape can reach feature parity with its competitors, it will have a comparative advantage in being cross platform and less costly.

While some products have developed a decent brand, nobody is executing on it well. The market as a whole still feels juvenile and a market leader has yet to emerge.

Core Features Necessary to be Competitive

Presentation - Scripted viewport navigation

Collaboration - Off-screen user indicators, text chat, commenting, and either visual diffing or a paper trail.

Interoperability - Support for common office documents and PDFs, rendered in a readable way on the workspace. Export of the workspace itself for offline use, and of files in the workspace are critical to be competitive.

Content Organization - Mini-map, grouping functionality, and alignment tools including snap-to-alignment and auto-packing/unpacking a selected group. Cut, copy, and paste support for all objects in the workspace.

Core Features to Surpass the Competition

Non-destructive ways of interacting with the workspace, such as read only and local modes.

Getting new users using the product as quickly as possible, such as a quick invite system similar to Google's document sharing.

Increasing stroke quality would set us apart both aesthetically and functionally for creative users. Being that there are very successful apps (Penultimate, Paper by 53) that provide only this feature, it stands to reason improving this experience in this app would be of great value.

RealtimeBoard Audit

December 03 2014

Whiteboard. Finally in your browser.

Sign Up - It's Free Log In

RealtimeBoard is your regular whiteboard, re-thought for the best online experience.

- Visualize workflow: A picture paints a thousand words
- Involve your team: A problem shared is a problem halved
- Real time rocks!: Keep your finger on the pulse

Projects Brainstorming Product design Education

Easy to manage the big picture with your team

Develop your design concepts, brainstorm

Work on your products visually and avoid routine emailing

See how online whiteboards can enrich your education process

Login view w/ social support

Log in with Facebook Log in with Google

Email: kevin

Password: [input]

Log in

[I lost my password](#)

[Don't have an account? Create an account](#)

Workspace/Board selection in portal

Recent My boards Shared with me Favorites Active boards: 2/2/2014 Latest updates

Create board hello board My board1 Testing board

Workspace edit in portal

Testing board

Duplicate Delete Favorite

Name: Testing board
Owner: Kevin Fox
Creation date: 11.06.2014
Description: Add description

Upload image

Private Public
Only editors can comment

Workspace/Board selection while working

Boards Push i for details

+ New hello board Testing board My Tutorial Board

My boards Shared with me Favorites Recent Demo boards

Step based portal onboarding

Complete the checklist to become an ultimate RealtimeBoard master

Projects 37% Web admin board File and privacy Facebook connection Shareboards

Recent My boards Shared with me Favorites Active boards: 2/2/2014 Latest updates

Onboarding show while app loads

RealtimeBoard

Lock objects
Lock and unlock objects with Ctrl+L to prevent accidental changes

Color Lock Forward Backward

Google Drive

Authorize your Google Drive to work with your documents on the board

Google Drive

Workspace onboarding

Boards People Library Board info Share Screen sharing Chat Video chat

Tools: Manage the board, Draw and create shapes, Type in text, Create links between objects, Add files

Additional onboarding videos via website

Boards Library Board settings Sharing options Online participants Chat, video & screen sharing

Minimap Tools Add files Help

RealtimeBoard

Work with Google Drive

POP PRYON

Workspace sharing

Share

Invite participants kevin@substantial.com

Delete personal message

Check this out!

Submit

Share with the team

Save as image

Save as PDF

Save to Google Drive

Download board backup

Copy board link

Embed into a website

Post to Facebook

Presentation mode (set by viewable areas)

hello board

1 2 3

Selectable and editable strokes

Spiral Heart

Presentation controls

2 / 2

Portal Iconography

People, Video, Chat, Screen sharing, Share

Premade UI Elements

Library

Layouts, Tables and Charts, Saved files, From selection, Google Drive

Commenting on Objects

You can also add comments!

Notecard with multiple comments

This card has multiple comments about it.

Here is the second comment

I even had a third idea

In Workspace User Permissions

People Drag and drop icons on the board

55 kevin, 1 kevin

My boards Friends Google contacts

Workspace toolbar (with drawing tools open)

Minimap, Zoom, Pan, Draw, Text, Erase, Undo, Redo, Add files

Linked content

Diagram with nodes and connections

User joined/left messaging

On board: Kevin Fox

Kevin Fox is on the board

Screen Sharing & Video Chat reserved for premium users

Available for Premium and Team users

Upgrade

Chat support

Board chat

Kevin Fox: This is a message. 07:25

Kevin Fox: Is this another message? 07:27

Kevin Fox: It is! 07:27

This one is in the works! Send

Mini map

Overview of the board content

SPEED UP YOUR CREATIVE PROCESS
Online brainstorming, synthesis and collaboration

Enter your work email **START A 30 DAY FREE TRIAL**

USED BY CREATIVE TEAMS IN

IDEO EVERNOTE AUTODESK Steelcase ancestry.com Amplify.

BRANSTORM AND RESEARCH VISUALLY ORGANIZE YOUR THOUGHTS

Get your thoughts down fast and gather all your insights in one place.

Quickly dump all your ideas onto our flexible canvas, and supplement them with multimedia from the internet or your computer.

SHARE AND COLLABORATE GET EVERYONE ON THE SAME PAGE

Seamlessly work within the same space as if you and your team were in the same room.

Keep your collaborators in the loop with comments and live conversations no matter where you may be.

ORGANIZE AND SYNTHESIZE FIND MEANINGFUL INSIGHTS FASTER

Visually organize your ideas to maintain clarity of thought and take the chaos out of creativity.

Features like voting allow you to streamline the decision making process and move forward without skipping a beat.

OUTPUT AND DELIVER REACH MORE CREATIVE SOLUTIONS

Create a clear understanding of your design vision in order to direct the steps you take toward a solution or output.

Sign up

NAME YOUR PERSONAL ACCOUNT

To complete the update, you'll need to pick a name for your personal account

NAME YOUR PERSONAL ACCOUNT

Account name

This process may take a few minutes. Don't worry, you won't lose your murals, rooms, people and content.

COMPLETE THE UPDATE

Sign in

SIGN IN

Enter your work email

SIGN IN

[Using Facebook or Twitter to sign in?](#)

By signing in you accept the [terms of service](#)

Plan teirs

SOLO	STARTER	GARAGE	STUDIO	BUSINESS
\$10/mo	\$29/mo	\$99/mo	\$299/mo	\$1099/mo
Includes 1 user	Includes 3 users	Includes 7 users	Includes 15 users	Includes 50 users
Self-Service Support	Self-Service Support	Email Support	Email Support	Priority Support

Looking for a plan with more than 50 users? [Contact us](#)

Upgrade software

THERE'S A NEW MURALLY VERSION

To keep using Murally you'll need to update to the newest version.

UPDATE TO NEWEST VERSION

List of Murals

All Murals

CREATE MURAL

Testing Modified 6 months ago

Sample Mural Modified a year ago

Create a Mural

CREATE MURAL

MURAL NAME

PURPOSE OF THIS MURAL

CREATE MURAL

Create a room

CREATE ROOM

ROOM TITLE COLOR

PRIVACY **Public to the team** - Any team member can view and join this room

PURPOSE OF THIS ROOM

CREATE ROOM

Mural activity

All Activity Comments Mentions

TODAY

sanid **S** HIDE ACTIVITY

settled a sticky 2:28 PM

Sticky notes automatically word wrap and resize text when needed.

added a sticky 2:27 PM

Chat

sanid **S**

This is a message to a user

One more message

AUsers/kevin/Dropbox (Substantially)Bluescape visual design/Application visual design/Asset/Design WIP/Working Files/All AI files/October Redesign/Competitor Audit/Assets/Murally/murally-signin.png

Type in a message...

Contextual menu

- Open Preview
- Info
- Add Comment
- Duplicate
- Lock
- Bring to front
- Send to back
- Edit
- Delete

Presentation outline

Outline

- Intro
- Add Sticky Notes
- Use Images
- Add Links
- Add Documents
- Collaborate
- Discuss Ideas in place
- Use Cases
- Benefits
- Enjoy

Selected object

This Month

Mini map

Main toolbar

Sample Mural 57% Become a Murally expert

Sharing options

Share Download as image Download mural files

Mural options

Mural Members Mural Settings

Voting session options

Start Voting Session

Start voting settings

Start Voting Session

Select the number of votes each user will receive

- 5 +

Start

Filter content settings

Filter by content

Keywords

Created by

By color

Clear Add more filters

Filter content settings

Account Settings Help Center Shortcuts Ask a question Logout

Presentation mode

1 Add sticky notes To jot down your ideas

Sticky notes are good for...

Visual thinking

Finding patterns Brainstorming Working with others

Text menu

Add titles, text boxes or sticky notes

Title Text-Box Comment

3x3 Sticky Note

3x5 Sticky Note

Circle Sticky Note

15x2 Sticky Note

Stickers menu

Stickers

Search & Add stickers to communicate visually

Search stickers by keyword

Solid Full Color

➔ ✓ ✕ ⚠️ ? ⚡ 🔍 💡 ⌚ 📧 📷 📄 🔗 📺

Web images menu

Images

Search or upload images

Upload your images

Shapes menu

Shapes

Add shapes to connect & organize content

— → ↷

□ ○

Layouts menu

Layout

Add areas and spaces to organize your content

Title area

Business Model Canvas Event Model Canvas

Lean Canvas Empathy Map

2x2 Grid 3x3 Grid

3 Lines Bullseye

Mobile inbox menu

Mobile Inbox

Use Murally's companion app to add photos, notes and links to your mural.

Add content you captured with the mobile app

All Images Notes Links Doodles