

Case Study:
Videoconferencing

“Rate Your Experience”: Using Emotion Analytics To Uncover The Core Experience For Videoconference Platform Users

“...sometimes the [Brand C] video takes up too much bandwidth and has to be switched off for audio quality to remain audible.

Personal User

“...it's been great using [Brand C]. It's exceptionally fast on the M1 chip. Pros love [Brand C] and how easy it is to use. It's fast, reliable, and more importantly gets the job done.

IT Professional

The Situation

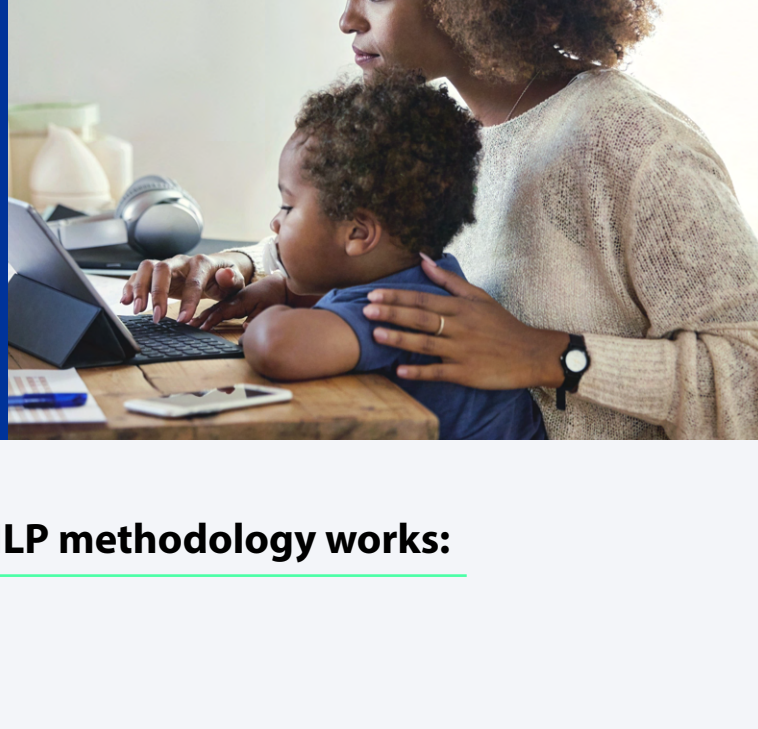
Love it or hate it, as the pandemic swept across the globe in 2020, we all became intimately aware of and reliant on videoconferencing technology to keep people connected and operating professionally and personally. What had previously been a convenient, but to many a mildly annoying, form of communication suddenly became our lifeline.

Today, this technology is an integral part of how we live and work on a day-to-day basis. Serving many different audiences, videoconferencing platforms have had to deal with an unprecedented surge in usage, and to stay ahead of the curve - and the competition - attention needs to be paid not just to how people 'use' their platform, but also how they 'feel' about their platform.

The Research Solutions

To understand how people 'feel' about the category, GutCheck ran an Innovation Illuminator study which harnesses proprietary Hybrid Natural Language Processing (NLP) technology to uncover the emotions people experience while using the top 5 videoconferencing platforms (Cisco Webex, Google Meet, GoToMeeting, Microsoft Teams, Zoom) professionally and personally. The experiences from a combination of B2B and B2C users were analyzed from over 75,000 comments and reviews gathered from online community and platform hubs and review sites.

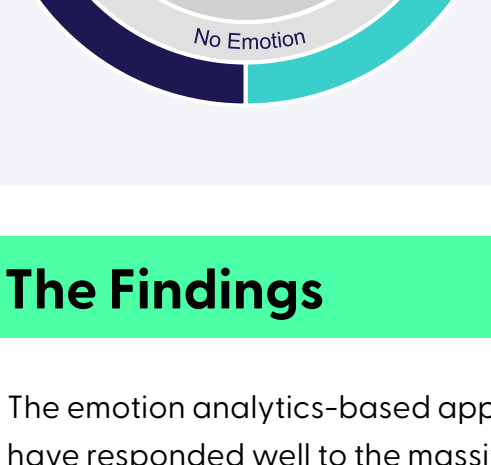
Innovation Illuminator identifies product and innovation opportunities by exploring the most pertinent dimensions of a person's desired needs and progress areas through expressed emotions (e.g. frustration, desire, delight) in context, paired with analysis of how well needs are currently met. Emotions are a key signal of whether a person's experience with a product is meeting their needs.



Here is a brief overview of how Hybrid NLP methodology works:

Going Beneath the Surface

Using emotion analytics, we can go below the surface of cognitive beliefs or judgments to identify specific emotions that people convey about products and services.



Sentiment
Measures a cognitive belief or judgment.
Example:
“The game universe is pretty big and contains a lot of interesting NPCs. Great for new players.”

Emotion
Measures an internal state of arousal.
Example:
“I love this game and would recommend it to anyone who is looking for a new game to play this winter. But the intermediate levels are really difficult to get past without wasting lives.”

Emotions - Love and Frustration

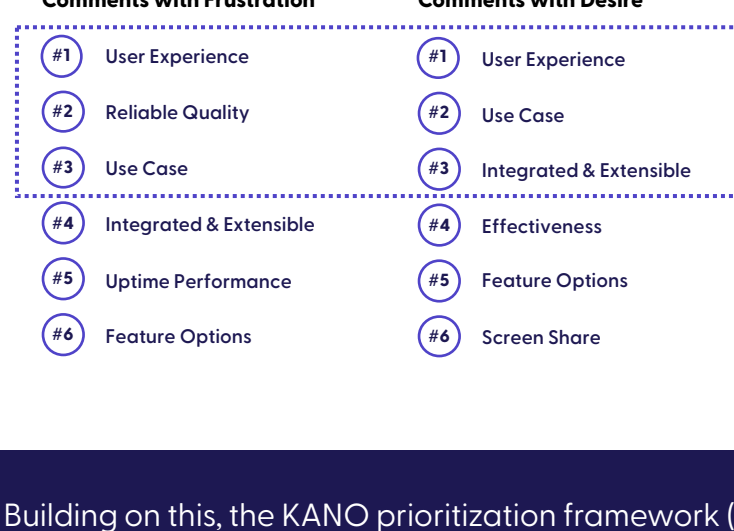
The Findings

The emotion analytics-based approach of Innovation Illuminator reveals people feel that platforms have responded well to the massive shift to virtual interactions, but frustration is equally pervasive. We discovered that desire holds a large share of negative emotion, highlighting the needs and wants for additional, more easy-to-use features.

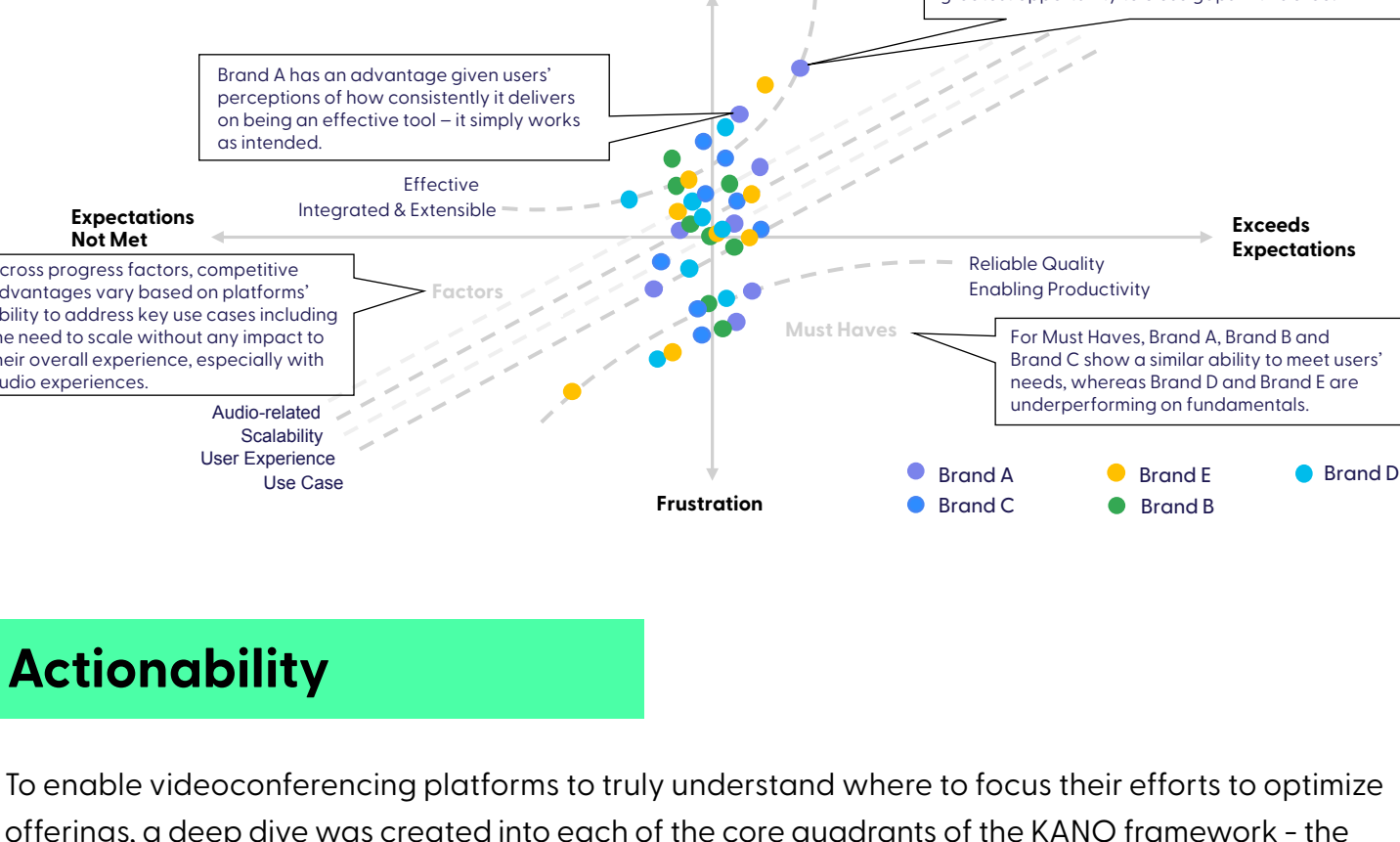
Emotions



We were also able to clearly understand the drivers of the positive and negative emotions, creating an actionable output that enables platforms to optimize their offerings.



Building on this, the KANO prioritization framework (another key output of Innovation Illuminator studies) signals that while all platforms largely deliver reliable quality experiences, opportunities exist for each to improve user acceptance and engagement by diving deeper into integrations and extensibility.



Actionability

To enable videoconferencing platforms to truly understand where to focus their efforts to optimize offerings, a deep dive was created into each of the core quadrants of the KANO framework - the Must Haves, Progress Factors, and the Wow Factors.

With most brands performing to a satisfactory level in the Must Haves, an example is included below from the Wow Factors deep dive, helping brands to better understand where advantage can still be gained.

Wow Factors: Integration & Extensibility

Integration and extensibility proved to be the most fertile ground for brands to find a Wow Factor, and therefore a competitive advantage. The summary of mentions below reveals themes around the integration of features across applications or hardware, and how that development could advantage or benefit the brand or user.

- ▶ **Features & Functionality** – unified (i.e., replaces other apps), integrated (i.e., with email clients, productivity tool suites, calendar, file share, portals), broad and extendable feature set (easy to deploy third party apps); scalable.
- ▶ **Performance is best-in-class** or highest quality.
- ▶ **Benefits** – most beneficial feature or accumulation of features; solves a mission-critical need (collaboration, train, client interactions, webinars), increases or enables productivity, collaboration, project management, document management; task tracking.
- ▶ **New feature releases** especially that evoke fun, inclusion, been waiting for; this subtheme surfaces more specific conversations about application features (e.g., a feature should be optional, how long users have been waiting for a specific feature, desire for a feature to work in other areas of the application, features available in one platform but not another, best features); upcoming features (i.e., private preview).
- ▶ **Interaction of features with hardware** (i.e. collaborative work tools, operating systems, computer resource utilization). Also, discussions of users will also mention if features are impacted by update roll-outs (i.e., does not work as expected or is worse).
- ▶ **Navigate** – overlaps with the user interface theme with comments primarily centered on the ease or difficulty of navigating the application.
- ▶ **Advanced** – discussion of advanced settings for specific feature enablement. May also include general mentions of a need for more advanced feature set.

Integrated & Extensible Commentary

Positive Emotion: Love, Happy, Delight

Negative Emotion: Frustration

“Wow! What a year it has been for [Brand A]. Great software, really wonderful experience for work productivity to go from [another brand] to [Brand A].”

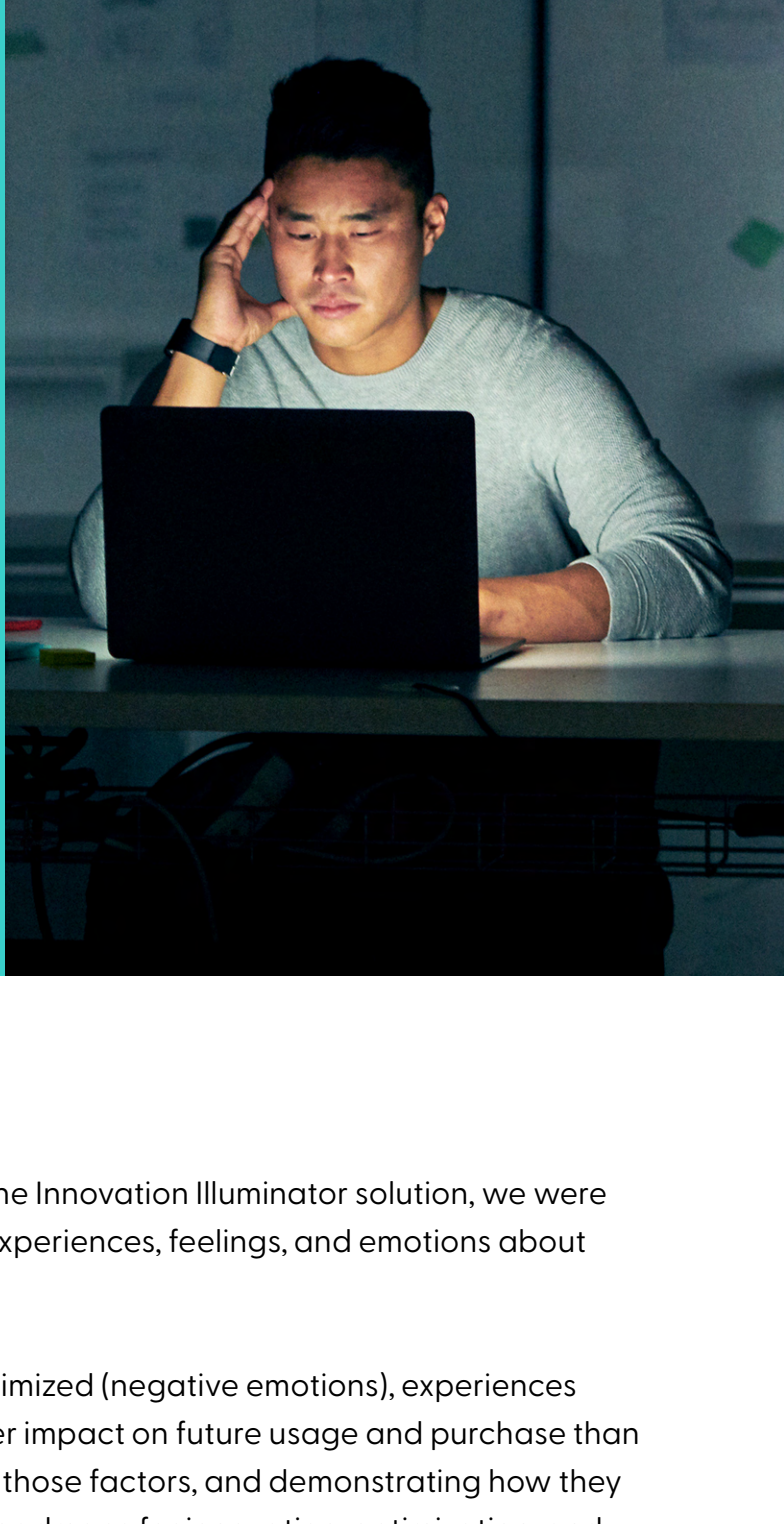
[Brand A] User

“[Brand D] is used when another company/partner sends a link to do so. It is no longer our in-house choice and it tends to mess with the configurations of our other meeting products after use.”

[Brand D] User

“[Brand C] has been a life saver! With our live meetings, it has been a huge help. Its enhanced security features make it simple to open up meetings to the public without fear of unwelcome communication from attendees. We have been able to have panelists, share users' screens for presentations, lock the meeting for only a few people, and unmute/mute attendees during the meeting by using the webinar feature. The ability to add translators to translate live throughout the webinar has been the most beneficial feature. I like that it produces a secondary stream for viewers who wish to watch in a different language, and that it even informs viewers that translation services are available! I highly recommend [Brand C] for anything meeting-related!”

[Brand C] User



Summary

By using emotion analytics and other tools within the Innovation Illuminator solution, we were able to go deep into a very broad range of users' experiences, feelings, and emotions about videoconferencing solutions.

When channeled (positive emotions) or solved/optimized (negative emotions), experiences which invoke emotions tend to have a much greater impact on future usage and purchase than those that don't. By helping brands clearly identify those factors, and demonstrating how they compare with other brands in the category, clear roadmaps for innovation, optimization, and feature enhancements can be created.

If you are interested in seeing the full report, or if you are interested in discovering how Innovation Illuminator can be used to help your brand uncover and harness the power of your users'/consumers' emotions to deliver meaningful competitive advantage, please **reach out to our team** who would be delighted to talk with you to learn more