

Discovery Phase



LUXURIOUS ANIMALS

Content

1. Business Goals & Challenges
2. Discovery goals
3. ooVoo.com existing site analysis
4. Competitive design analysis
5. UX analysis of current site
6. Stakeholder interviews
7. Conclusions and Recommendations
8. Appendix



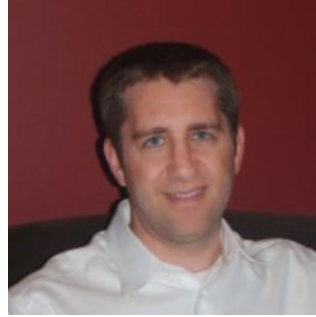
Business Goals & Challenges

1. Communicate multiple messages/segments ie: Business vs. Consumer, Web vs Download, etc.
2. Increase traffic to either region - V'Spot or Download
3. Adapt look and feel to brand refresh
4. Increase SEO integration to improve results
5. Morph site into destination location

Stakeholder Interviews

Stakeholder Interviews

Interviewees



Robert Jackman - Chairman
Scott Richardson - Product Map
Seth Cummings - Product Map
Lara Peterson - Consumer Promotions
Frank Miele - Rewards / MyAccount
Roberta Lynn - Support
Matt de Ganon - Brand Marketing
Josh Weisler - SEO
Brian Liebler - Ad Sales
Brogan Taylor - Business
Susan Ferrari - Research
Ariel Maayan - Seperia (SEO)
Aurli Bokovza - PR

Stakeholder Interviews

Brand Descriptors

If you had to describe ooVoo in three (3) words, what adjectives would you use?

A word cloud of adjectives used to describe ooVoo. The words are arranged in a circular pattern, with 'Fun' at the top, 'Cool' at the top right, 'Young' at the right, 'Live' at the bottom right, 'Edgy' at the bottom, 'Spontaneous' at the bottom left, 'Fighter' at the left, 'Intimate' at the top left, 'Exciting' at the left, 'Hip' at the center, 'Vibrant' at the top center, and 'Connection' at the top center.

Fun

Connection

Cool

Impactful

Vibrant

Young

Exciting

Intimate

Live

Hip

Fighter

Spontaneous

Edgy

Stakeholder Interviews

Brand Elevator Pitch

If you had to describe ooVoo in one sentence, what would you say?

The ooVoo Brand

ooVoo is a facilitation and love of people being together.

ooVoo is a fun place for people to spend time chatting with their closest friends.

ooVoo is live video calls.

ooVoo is a new breed of video chat targeted to a younger consumer with incredible quality, clarity and flexibility - providing a spontaneous way for the next generation to text/chat.

Stakeholder Interviews

Brand Differentiation

If you had to describe ooVoo in one sentence, what would you say?

ooVoo vs. its competitors

If you are familiar with Skype - then we are similar but offer a higher level of quality.

ooVoo is a much more user-oriented company than its peer group.

We're a video chat service that is #2 to Skype but better in terms of audio/video quality across all platforms.

ooVoo is the world's leading provider of cloud drive quality video chat.

Stakeholder Interviews

The ooVoo Consumer

What does your audience do on the website?

1. Download ooVoo product.
2. Research the brand and how to use ooVoo.
3. Buy packages.
4. Get support.

Competitive Analysis

Stakeholder's Conclusions

Two kinds of competitors: Business and Consumer
There is no competitors that goes after both sectors well.

Current competitors: **Skype**, **Tinychat**, **Tango**

Future competitors: **Google** and **Microsoft**

Skype's home page is clean and clear but navigation can be difficult after the home page. However, their brand message is a bit disjointed and focuses on a much older, international demographic while trying to be fun and even a bit young.

Tinychat brings their users and social functionality to the forefront of the experience. That said, their website is cluttered and provides a difficult search experience.

Tango is much more simple than ooVoo but at the same time is much more plain and boring from a brand perspective.

Discovery Goals

Discovery Goals

Goals of Meeting:

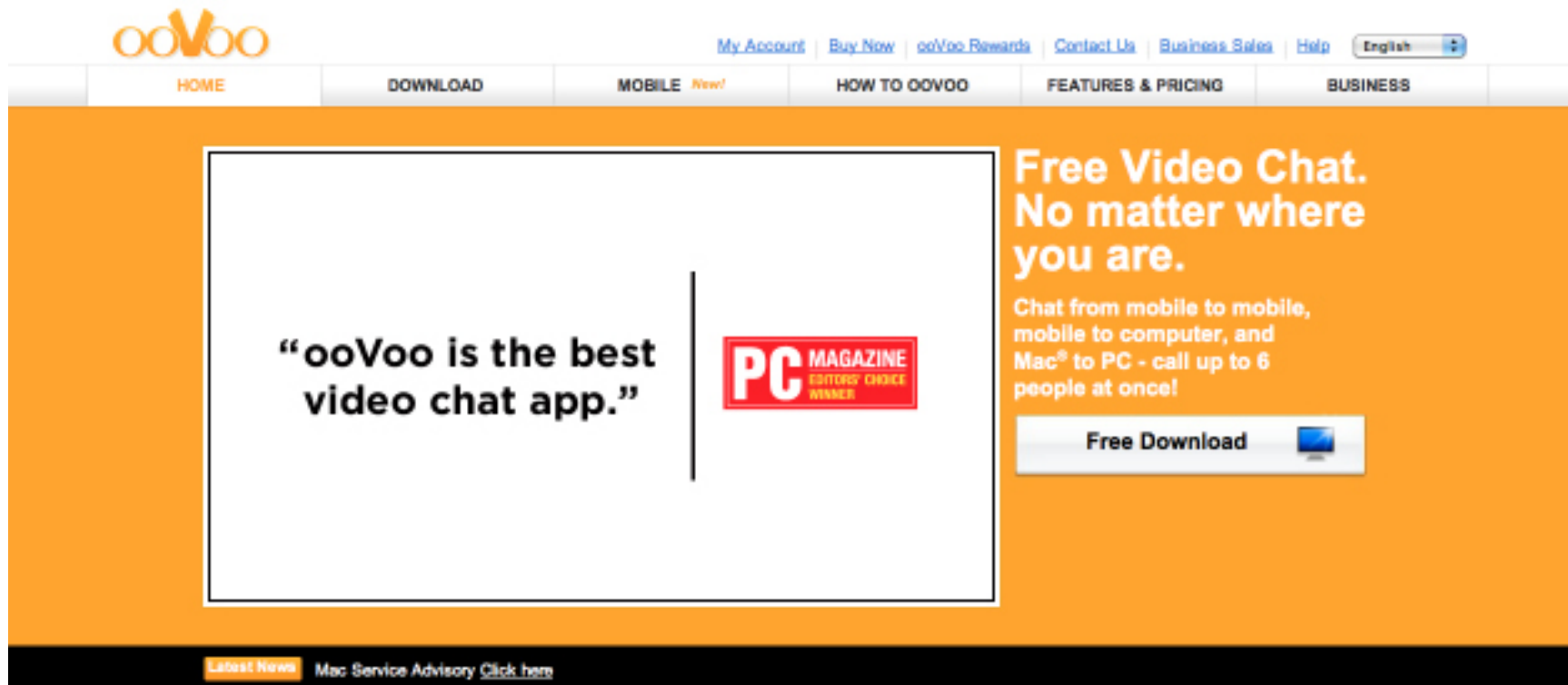
1. Communicate Key Discovery Learnings
2. Close URL Strategy
3. Close Content Strategy
4. Present Initial Visualizations

Next Steps:

1. Develop Messaging & Product Matrix
2. Wireframes

ooVoo.com Existing Site

Home Page



The screenshot shows the ooVoo.com home page with a navigation menu and a main promotional banner. The navigation menu includes links for My Account, Buy Now, ooVoo Rewards, Contact Us, Business Sales, Help, and a language dropdown set to English. The main banner features the ooVoo logo, a quote from PC Magazine, and a 'Free Download' button.

ooVoo

[My Account](#) | [Buy Now](#) | [ooVoo Rewards](#) | [Contact Us](#) | [Business Sales](#) | [Help](#) | [English](#)

[HOME](#) | [DOWNLOAD](#) | [MOBILE *New!*](#) | [HOW TO OOVOO](#) | [FEATURES & PRICING](#) | [BUSINESS](#)

“ooVoo is the best video chat app.”

PC MAGAZINE
EDITOR'S CHOICE
WINNER

Free Video Chat.
No matter where you are.

Chat from mobile to mobile, mobile to computer, and Mac® to PC - call up to 6 people at once!

Free Download

[Latest News](#) | [Mac Service Advisory](#) [Click here](#)

ooVoo.com Existing Site

How To Page

ooVoo [My Account](#) [Buy Now](#) [ooVoo Rewards](#) [Contact Us](#) [Business Sales](#) [Help](#) English

HOME DOWNLOAD MOBILE *New!* **HOW TO OOVOO** FEATURES & PRICING BUSINESS

[Home](#) >> [How To ooVoo](#)

How To ooVoo

- Video Calling
- Web Video Call
- Video Chat Room
- HD/High Resolution Video
- Full Screen Mode
- Video Call Recording
- Video Messages
- ooVoo for Mobile
- Inviting Friends
- Searching for Friends
- Making a Video Call
- Making a Group Video Call

How To Use ooVoo For Video Chat, Sending Files and Recording With Your Webcam

With ooVoo, you can connect with anyone, anytime, with video calls, video messages, phone calls, text and more. Use ooVoo to get face time with people you can't meet in person (and save travel time and money!). ooVoo makes life easier and more fun.

Video Calling:


- ooVoo Mobile** Free Video chat, VoIP and IM on your mobile device.
- Video Calling** See, hear and speak with up to 6 people.
- Web Video Call** Friends who don't have ooVoo can video call you from their Web browser.
- Video Chat Room** A simple way to embed a video chat in any website, blog or social network.
- HD and High Resolution Video** Video calling with spectacular clarity and detail.
- Full Screen Mode** Enjoy a more focused, engaged meeting experience.
- Video Call Recording** Create and share instant memories.


Take advantage of ooVoo's PREMIUM TRIAL

Try 100% of ooVoo's premium features for your first 30 days

After 30 days, use ooVoo for FREE or purchase a plan or credits for premium features

[Learn More](#)

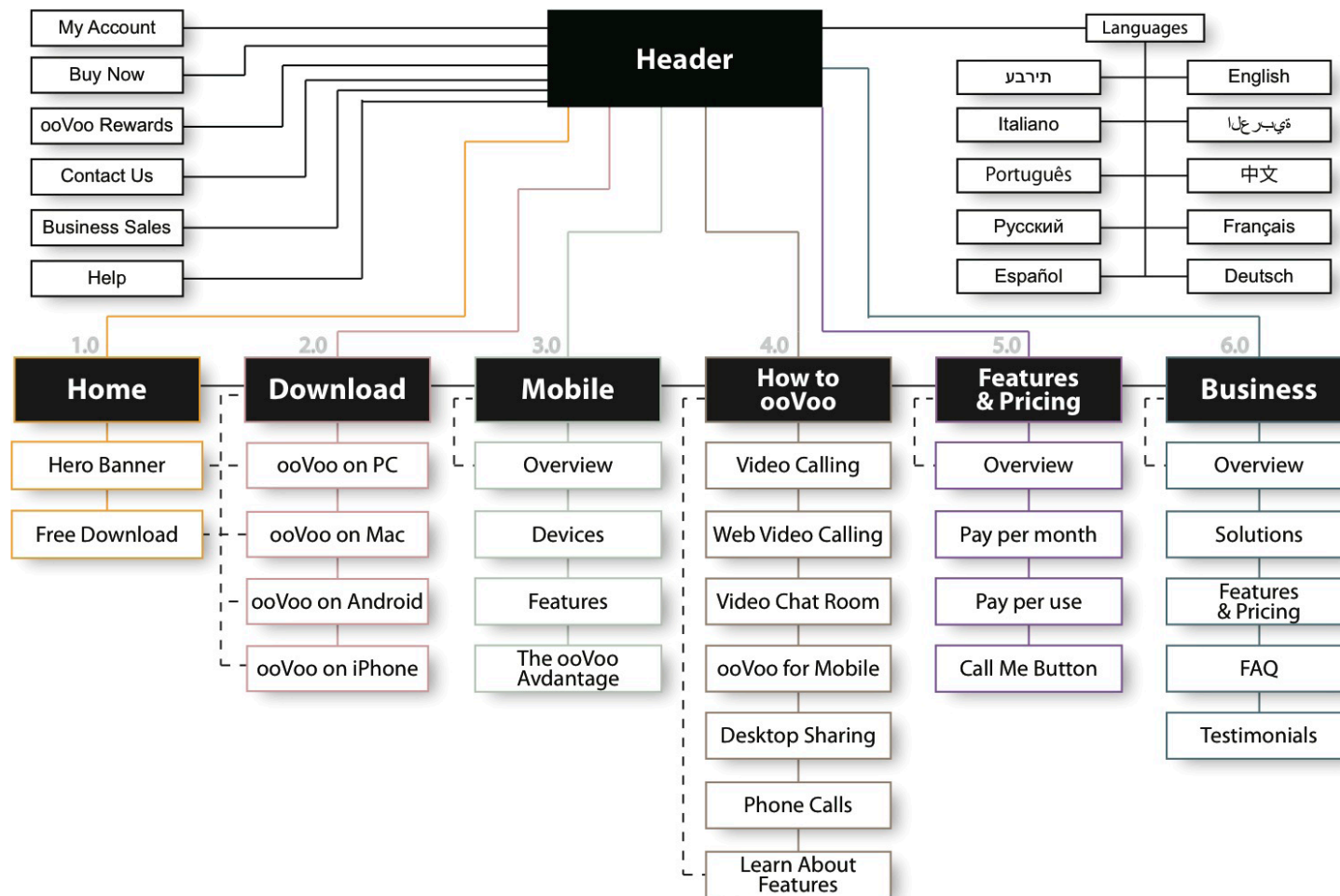


 **Download ooVoo**

ooVoo.com Existing Site *Flowcharts*

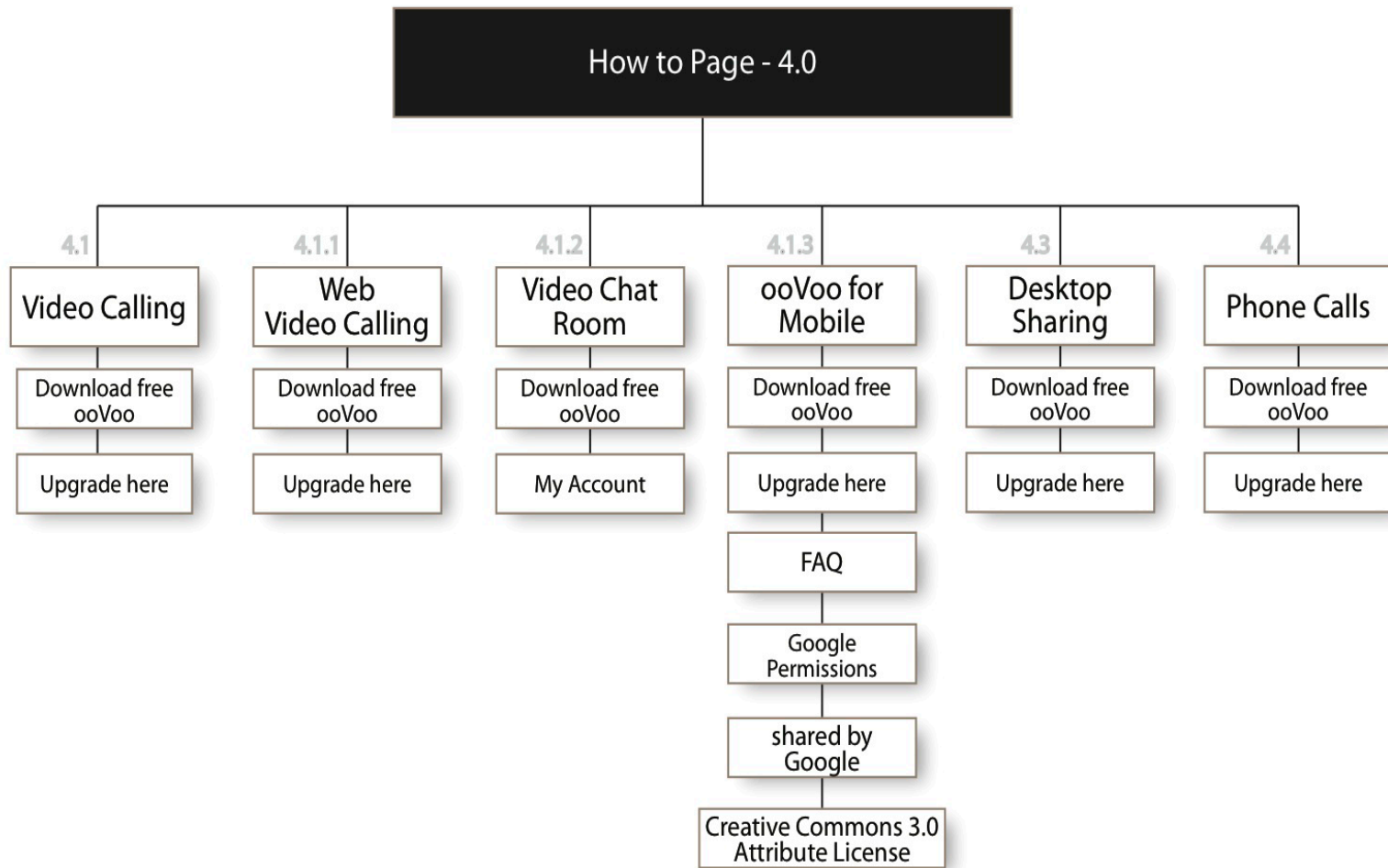
ooVoo.com Existing Site

Header



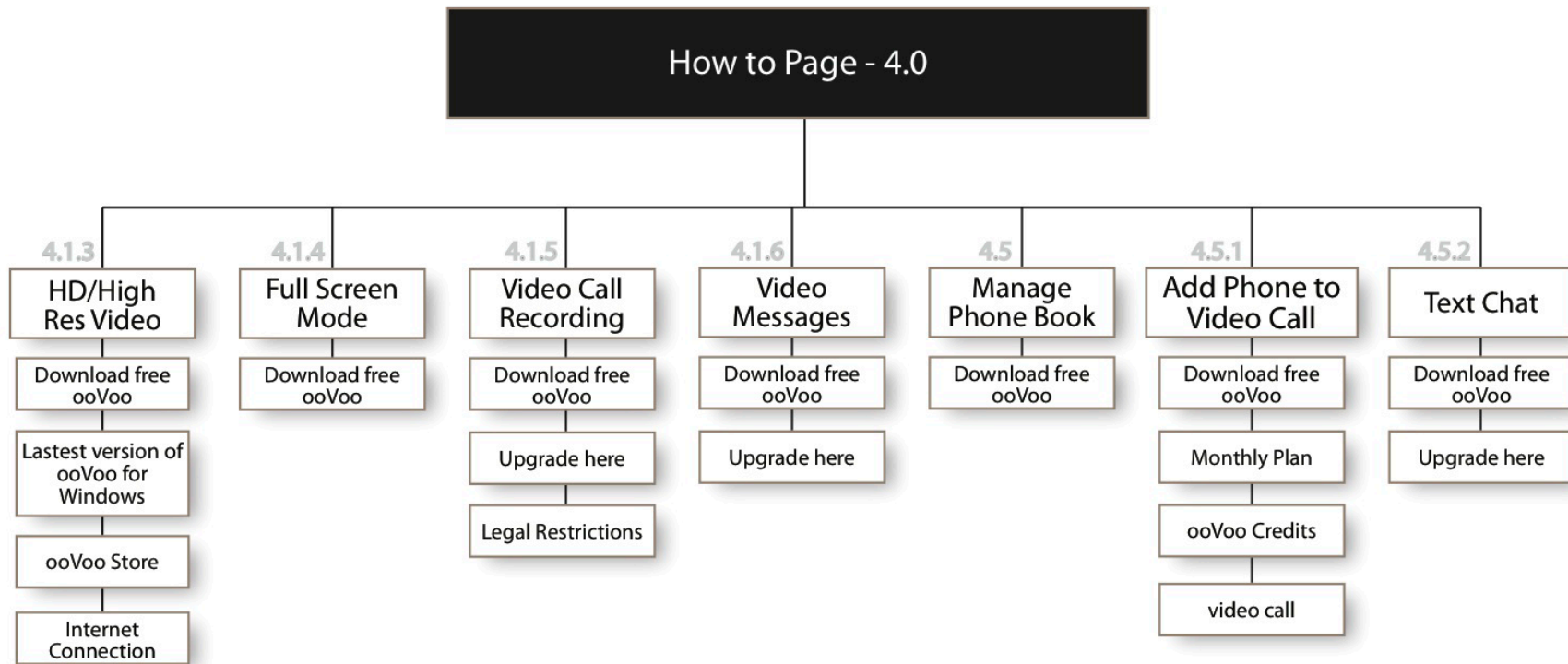
ooVoo.com Existing Site

How To Page



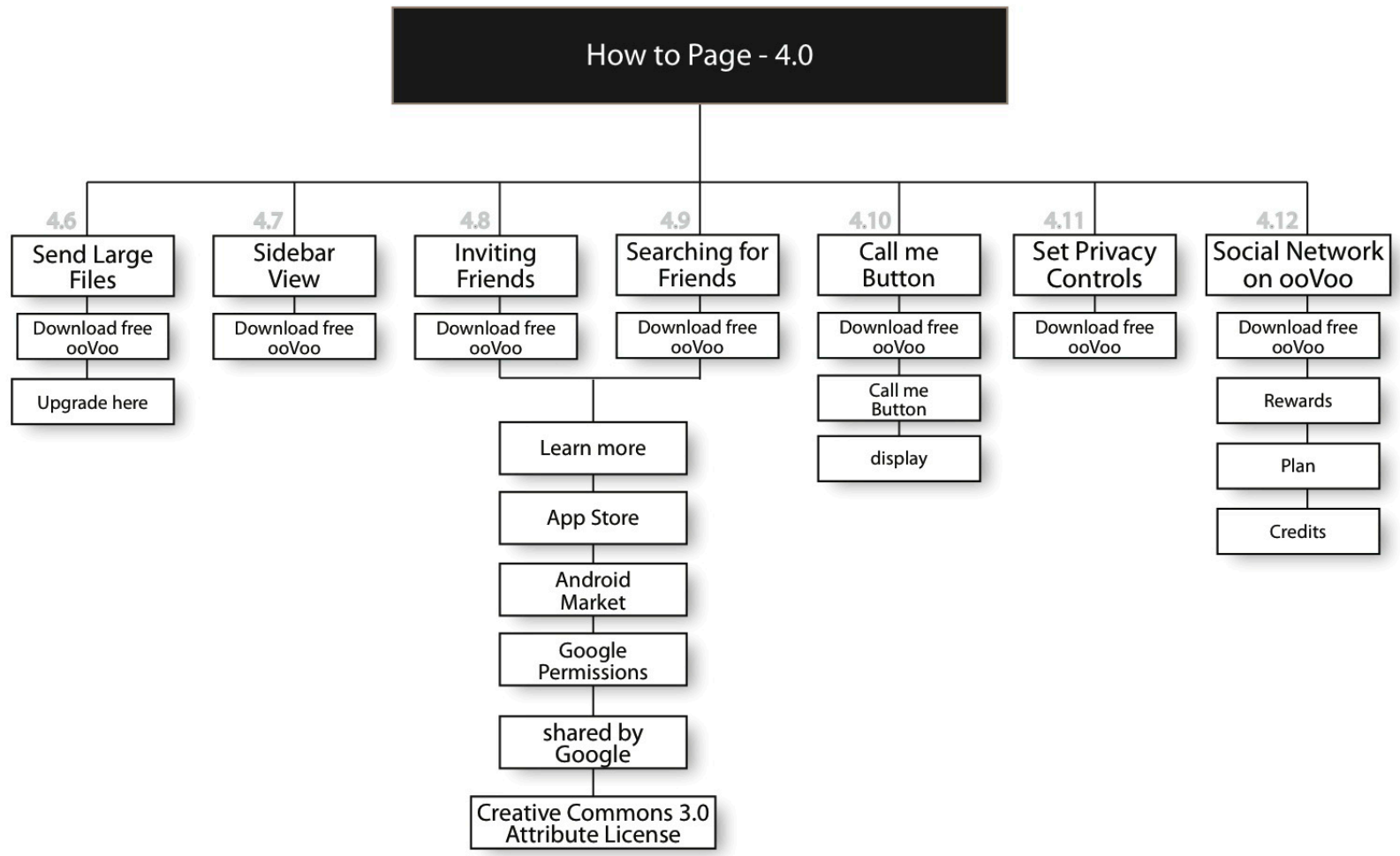
ooVoo.com Existing Site

How To Page (cont.)



ooVoo.com Existing Site

How To Page (cont.)



ooVoo.com Existing Site

Conclusions

Several nav items going to similar content

Several redundancies that dilute the message and distract the user

Home page: doesn't speak to either lifestyle or business. The company's product seems like a utility.

How to page: cluttered, confusing and currently has 20 secondary sections

Business section: looks like an afterthought

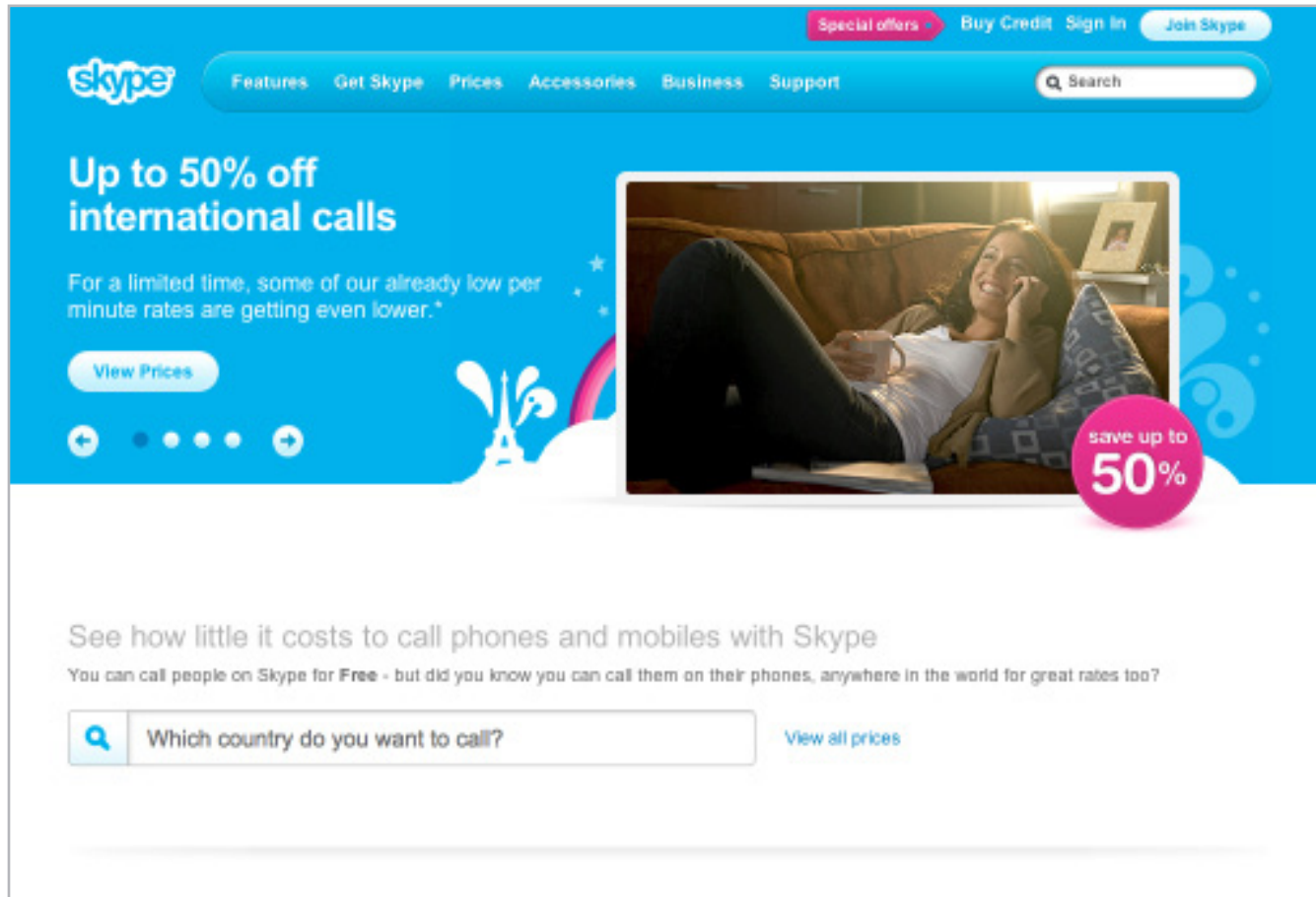
Competitive Analysis *Design and Trends*

Competitive Design Analysis

Competitors at-a-glance



Competitive Design Analysis - Consumer and Business



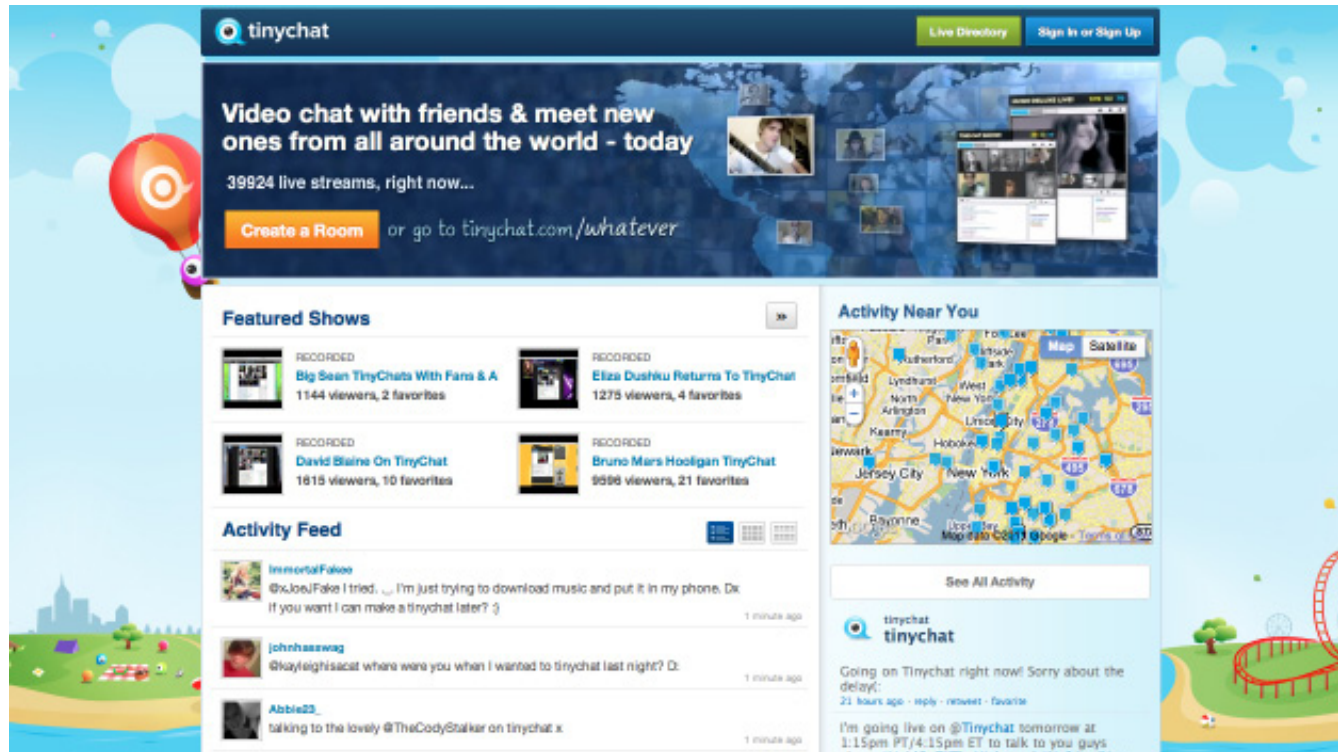
Stakeholder's thoughts:

It's really easy to navigate. But since a lot of the business features are lumped in with other features skype has to offer, there isn't a really call to action that represents Skype as a business tool.

Our thoughts:

Skype is a destination site, in that you can sign in and start chatting, but it's not a place to come back and hang out, business is not the frontrunner, it's falls in line with other features of the site. The brand is hip, trendy, young, fun and international.

Competitive Design Analysis - Consumer



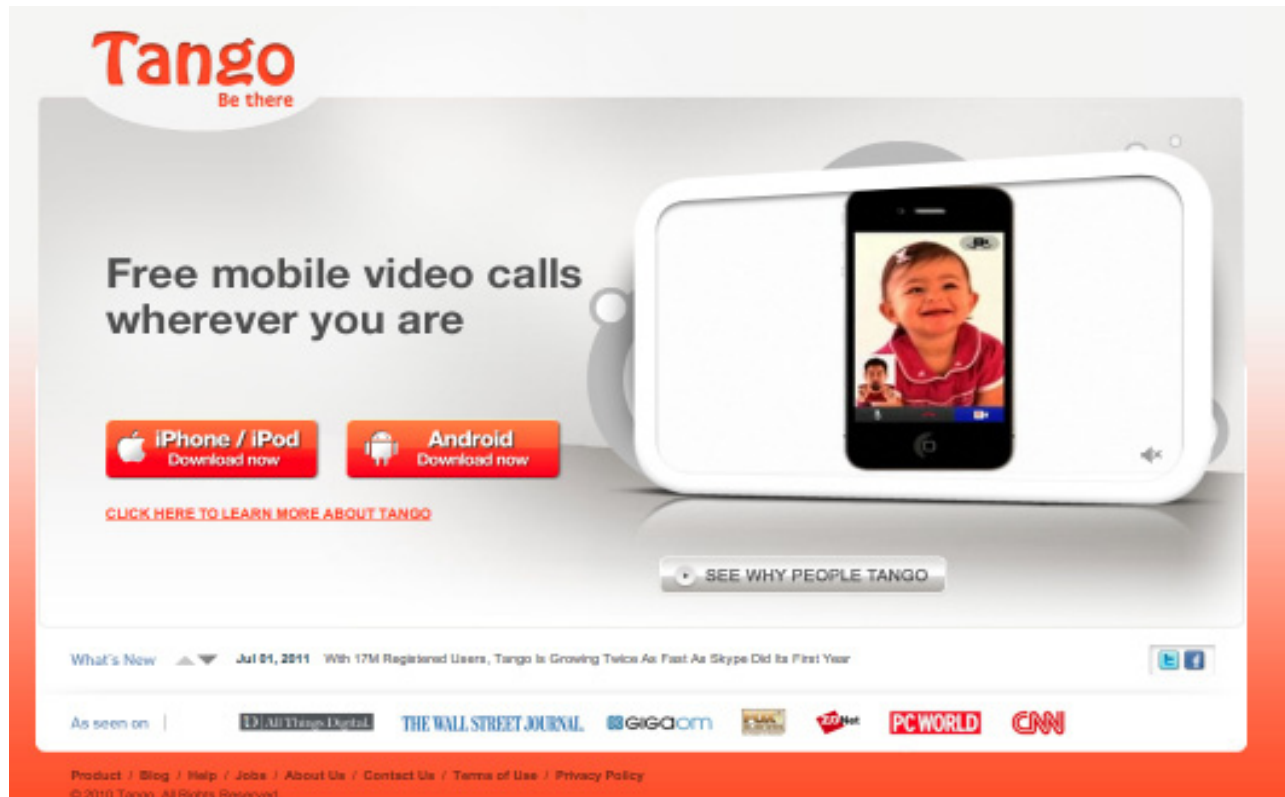
Stakeholder's thoughts:

Tiny Chat you is a destination site, live chat rooms to sign into, you can connect to Facebook. Tiny Chat is about connectig internationally, staying connected with friends, fun.

Our thoughts:

The social is definitely cool, but can be a little overbearing from a UX perspective. You can start chatting with people immediately, but it becomes difficult to find more info about the product. Feature information is secondary to experiencing the product first hand. It's frustrating to be forced to give Tiny Chat personal information before reading about or experiencing first hand what TinyChat is all about.

Competitive Design Analysis - Consumer



Stakeholder's thoughts:

Tango could be perceived as more business friendly because they aren't really pushing this as a business product, they use a lot of examples of being about to stay connected with your family and friends. While is closer to finding the happy medium between social life and business, it doesn't seem to reflect any definitive personality. The underlying theme is that tango is a tool.

Our thoughts:

Tango is simple, straight to the point, easy to navigate. I know immediately what product I'm getting. Tango is working on coming out with a Window's PC version. They lack personality and don't take a strong definitive side as to whether they are a business tool or a social product.

Competitive Design Analysis - Consumer and Business



Mac Facetime is similar to tango, except the brand does reflect a lifestyle, bridges the gap between business and social, owns up to being a home name brand, a lifestyle-oriented. Stay in touch with relatives and friends.

Competitive Design Analysis - Consumer



Bring your conversations to life

Sometimes an emoticon just isn't enough. With face-to-face video calling, now you can watch your friends smile, wink and LOL.



5 of your friends have already set up video calling.

To learn more about video calling, visit the [Help Center](#).

Call your friends right from Facebook

Just click the call button at the top of your friend's profile or chat window — no need to launch new software. No answer? Leave a video message.



Facebook is a social brand that companies wouldn't hold meetings on. The biggest accessibility is access to your closest friends.

Competitive Design Analysis- Consumer



"Funny, interactive, intuitive, easy, INCREDIBLE!"

A screenshot of the Rounds Facebook application interface. It shows a central video player with a play button, flanked by two smaller video thumbnails. Below the main video are three smaller thumbnails and a "PLAY DEMO" button. To the right of the screenshot is a text block describing the application's features, a rating system, and a "CONNECT NOW" button. At the bottom of the screenshot area are five platform options: "Choose Platform:", "Facebook Application", "Social Community", "Chrome Extension", and "Wave Gadget".

FACEBOOK APPLICATION

The most interactive video chat experience!
Take snapshots, play real-time games,
watch YouTube together, share pictures,
listen to music, do funny webcam effects
and much more!

Rating:
★★★★☆

[CONNECT NOW](#)

Choose
Platform:

[Facebook
Application](#)

[Social
Community](#)

[Chrome
Extension](#)

[Wave
Gadget](#)

[Rounds Blog](#) | [Twitter Stream](#) | [YouTube Channel](#) | [Facebook Fan Page](#) | [Developers](#) | [About Us](#) | [Contact Us](#)

Rounds™

Rounds has a great video demo that shows how the product is used by the public. they have a very simple and straight-forward message. The site appears like they have a small company. Brand appears fun and casual.

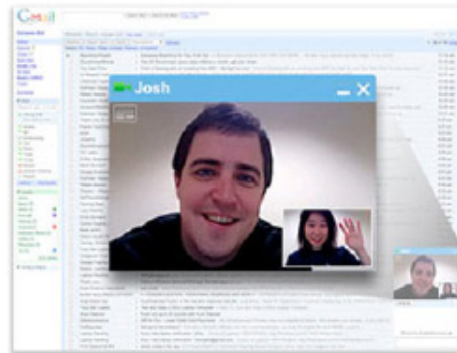
Competitive Design Analysis- Consumer and Business



Select a language [Help](#)

Check out the following ways to chat on the web and on your desktop:

Video and voice plug-in



- Chat within Gmail, iGoogle, and orkut
- All on the web
- PC and Mac

[Learn more »](#)

[Install video chat plug-in](#)

Requires Windows XP + or
Mac OS X 10.4 +
Linux

Google Talk software



- Chat from your desktop
- Send and receive files
- PC only

[Learn more »](#)

[Download Google Talk](#)

Requires Windows XP or later
By downloading, you agree to our
[Terms of Service](#) and [Privacy Policy](#)

Note that Google Talk is not a telephony service and cannot be used for emergency dialing

©2011 Google - [Privacy Policy](#) - [Legal Notices](#)

Google provides a product showcase. Their brand is personal and approachable for lifestyle and business.

Competitive Design Analysis - Consumer and Business



Aim is very social oriented way to keep int ouch but we would not mind meeting over aim. Simple, easy, no account necessary. Copy and paste a link to give to your friends to share a chat room. Super duper simple and scaled back.

Competitive Design Analysis - Consumer and Business

New User? Register | Sign In | Help

Make Y! Your Homepage

Yahoo! Messenger

Search

Web Search

Home Download Features Environments Voice Plug-Ins Invite Friends Pingbox™ Blog

Friends are an instant away on
Yahoo! Messenger for Mac 3.0 BETA

[Download Now](#)

Connect with all your friends:
Instant message with your Yahoo! and Windows Live Messenger™ friends

Stay in control... 24/7:
Decide who sees you online with [stealth settings](#)

Share away:
Swap photos and [monster files](#) (up to 2GB) in real-time. Plus enjoy [voice calls](#) and [webcam video](#)

[More info](#)

System requirement: Mac OS X 10.4 - 10.6

Other versions: [Windows](#), [Web](#), [Mobile](#), [iPhone](#)

Web
Connect with friends from any web browser — no download required.
[More info](#)

iPhone
Take the best of Messenger anywhere on your iPhone
[More info](#)

Bonjour
IM in any language with the new Yahoo! Messenger
[Try it now](#)

Yahoo appears to a business and lifestyle consumer with a place on international.

Competitive Design Analysis - Business

The screenshot shows the Cisco WebEx website homepage. At the top left is the Cisco WebEx logo. To the right of the logo is a navigation menu with links for 'Overview', 'Products', 'How To', and 'Together@WebEx'. Further right are two buttons: 'Host a Meeting' and 'Attend a Meeting'. In the top right corner, there are links for 'USA | Change', 'Buy WebEx', 'Support', 'Contact Sales', and 'MyResources'. The main banner features a man in a yellow shirt sitting in a chair, working on a laptop. The text on the banner reads: 'get together anywhere for face-to-face meetings for just \$49/month.' Below this text are two buttons: 'Buy Now' and 'Try It Free'. Below the banner is a row of five small icons with text: 'WebEx meetings', 'WebEx for the iPad', 'High-quality video', and 'WebEx gets top ranking'. Below this row is a 'Latest News' section with the headline 'Cisco WebEx Ranked as a Champion in Web Conferencing' and a 'Read more' link. Below the news section are three promotional tiles. The first tile is titled 'Watch a 3-minute quick tour' and includes a video player and a 'Play now' button. The second tile is titled 'Get WebEx on your Android' and includes an image of an Android phone and a 'Learn more' link. The third tile is titled 'WebEx corporate solutions' and includes a world map with red location markers and a 'Learn more' link.

More business oriented, less lifestyle to an older demographic.

Competitive Design Analysis - Business

The screenshot shows the GoToMeeting website homepage. At the top left is the GoToMeeting logo. To its right are buttons for 'Join a Meeting', 'Host a Meeting', '24/7 Support', and 'Log In'. Below this is a dark blue navigation bar with links for 'Home', 'GoToMeeting', 'GoToWebinar', 'GoToTraining', 'Compare Our Products', 'Contact Sales', and the phone number '1 888 646 0014'. The main content area features a large image of a woman on the left and the headline 'Easy web conferencing and online meeting tools. Work with anyone, anywhere.' on the right. Below the headline are two buttons: 'Try It Free' (orange) and 'Buy It Now' (blue). Under the 'Try It Free' button is the text '30-Day GoToMeeting Trial'. Under the 'Buy It Now' button is 'Buy Online'. A small banner on the left side of the main area says 'Coming Soon: HDFaces™ Video Conferencing Try the Demo'. Below this are four columns of product information:

- GoToMeeting® Online Meetings Made Easy™**
 - Collaborate with small groups
 - Provide instant online demos
 - [Learn More about GoToMeeting](#)
 - [Try It Free for 30 Days](#)
- GoToWebinar® Webinars Made Easy™**
 - Present to larger groups online
 - Run Q & A, polls and surveys
 - [Learn More about GoToWebinar](#)
 - [Try It Free for 30 Days](#)
- GoToTraining® Online Training Made Easy™**
 - Conduct live, interactive training
 - Post materials and tests online
 - [Learn More about GoToTraining](#)
 - [Try It Free for 30 Days](#)
 - NEW!** [Turn training into revenue](#)
- Which of our solutions is right for you?**
 - [Compare Our Products](#)
 - [See Plans & Pricing](#)

At the bottom of the page, there is a footer with links for 'Press & Awards', '2008 Best of eLearning! Award in Best Web Seminar Solution', 'More Solutions?', and 'GoToAssist - Remote Support Made Easy™'.

GoToMeeting is business oriented only and a tool kit for your company.

Competitive Design Analysis- Consumer and Business *Site design as of July 20, 2011*

ooVoo

[My Account](#) | [Buy Now](#) | [ooVoo Rewards](#) | [Contact Us](#) | [Business Sales](#) | [Help](#) | English

HOME | DOWNLOAD | MOBILE *New!* | HOW TO OOVOO | FEATURES & PRICING | BUSINESS

**“Simply put,
ooVoo rocks”**

**-BUSINESS
INSIDER**

**Free Video Chat.
No matter where
you are.**

Chat from mobile to mobile,
mobile to computer, and
Mac® to PC - call up to 6
people at once!

Free Download

[Latest News](#) | [Mac Service Advisory](#) | [Click here](#)

How to ooVoo

What do I need to use ooVoo?
All you need is broadband internet access and a computer with a webcam and microphone (a headset works great if you have one). [Learn more](#)
[Buy equipment](#)

Try ooVoo video chat

**Click to start a Web video chat
(no download required)**

Competitive Design Analysis - Consumer and Business

Site design as of August 3, 2011

My Account ooVoo Rewards Get Now Contact Us Help

ooVoo 30,132,883 users currently live on ooVoo

DOWNLOADS ▾ MOBILE ▾ HOW TO OOVOO ▾ PACKAGES ▾ **BUSINESS**

INTRODUCING V'ROOMS!

A free and easy way to hang out online with friends.

Create your **FREE V'Room**

ooVoo.me/ **CREATE**

Like 559 people like this.

Latest News Results are in! 8 out of 10 Skype users prefer ooVoo* - preferred video, audio, and interface. Let's fac... Learn More »

How to ooVoo

What do I need to ooVoo?
All you need is broadband internet access and a computer with a **webcam** and **microphone** (a headset works great if you have one).

Try Out Video Chat

no download required

Start a Chat >

Competitive Analysis

Luxurious Conclusions

What is ooVoo.com doing well?

- Convincing people to download without learning about the product.
- Using friends as the unpaid salesperson to convince people to download.
- Captured both a lifestyle and business market unlike other competitive websites.

Where does ooVoo.com need to be?

- A destination site.
- A place for social gatherings.
- Make “higher quality video chat” a stronger value proposition.
- Speak to both the lifestyle crowds and business crowds equally yet be voiced for the proper audience.

UX Analysis

UX Analysis

oovoo.com Web Analytics

Traffic Statistics

Traffic overview:

Direct traffic - 65.5%

Google (search engine) - 14.86%

ooVoo.com (referral) - 4.64%

m.oovoo.com (referral) - 2.13%

Facebook.com (referral) - 1.59%

Average time of pages:

Home.Page.en (00:00:48)

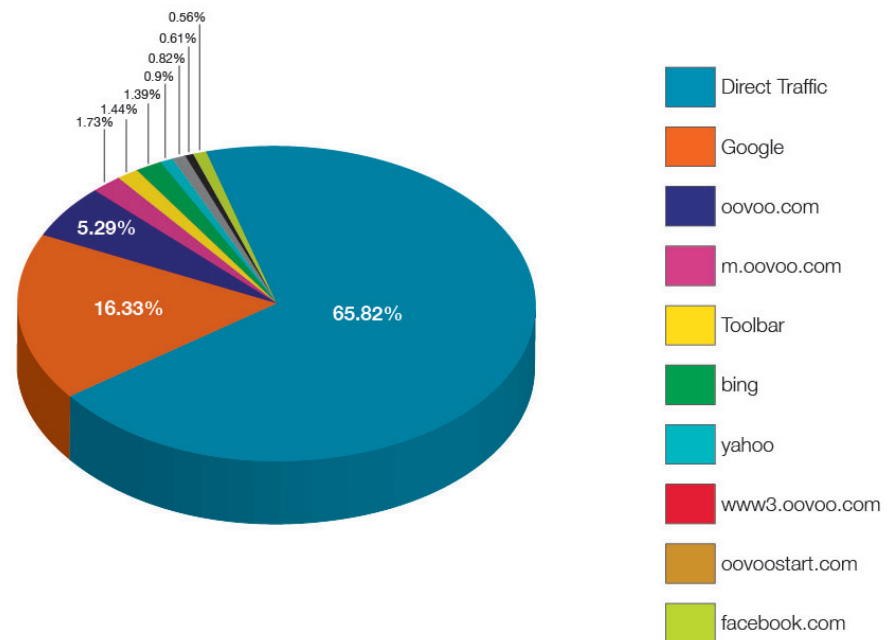
Download.Page.en (00:00:30)

home.aspx (00:00:17)

Next.downloadwin.en (00:02:46)

Click.dw.Button.win (00:00:13)

All Traffic Sources



UX Analysis

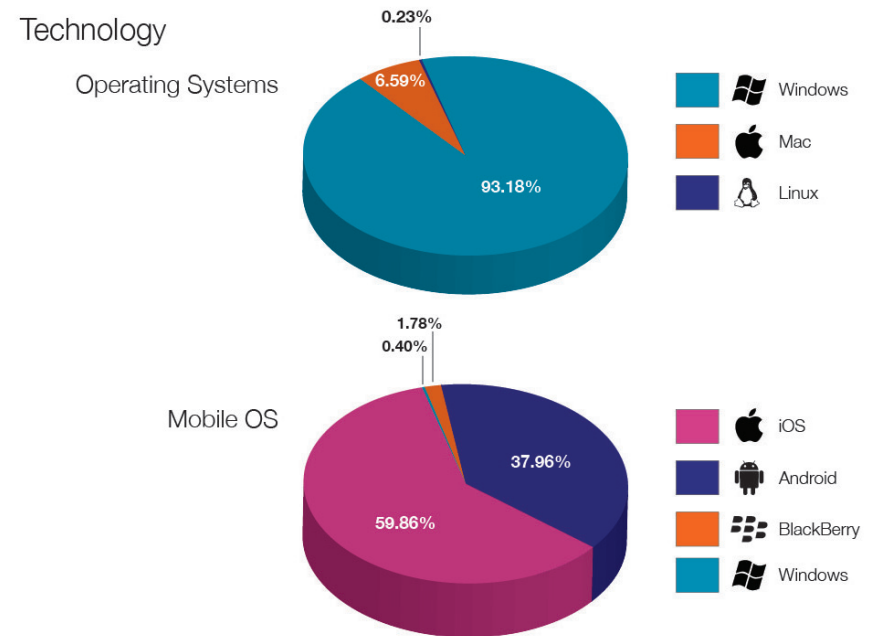
ooVoo.com Web Analytics

Technical Statistics

Browsers being used: IE - 68.07%, Firefox - 11.04%, Chrome - 9.83%, Safari - 8.64%, Opera - 1.25%

Android users are 35.84% of all visitors from a mobile device and spend an average of 3 minutes on the site. iPod users are 31.50% and iPhone at 19.08%

Operating Systems: Windows - 89.84%, Mac - 6.25%, Linux - 0.22%



UX Analysis

ooVoo.com Web Analytics

Demographic Statistics

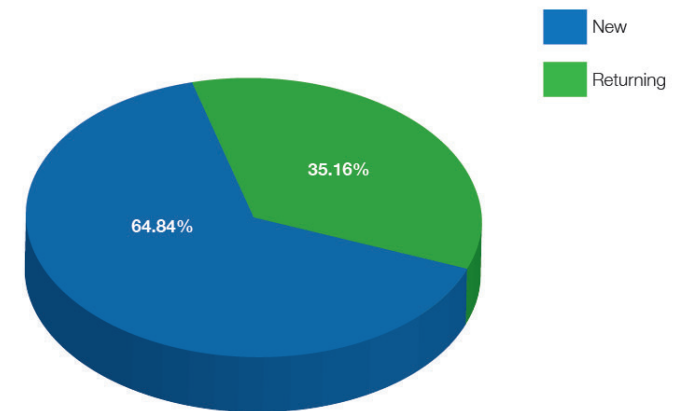
Out of all visitors 64.53% of them were new visitors and 35.47% were returning visitors.

The peak time period for all traffic happens between 7pm and 11pm (5.28% - 5.58%) (time zone not specified)

Language: English (US) - 76.63%, Russian - 4.27%, Spanish (Spain) - 3.36%, French (Standard) - 2.72%, English - 2.16%

City Demographics - Visitors: New York - 3.81%, Tehran - 1.66%, Houston - 1.32%, Tunis - 0.99%, Los Angeles - 0.96%

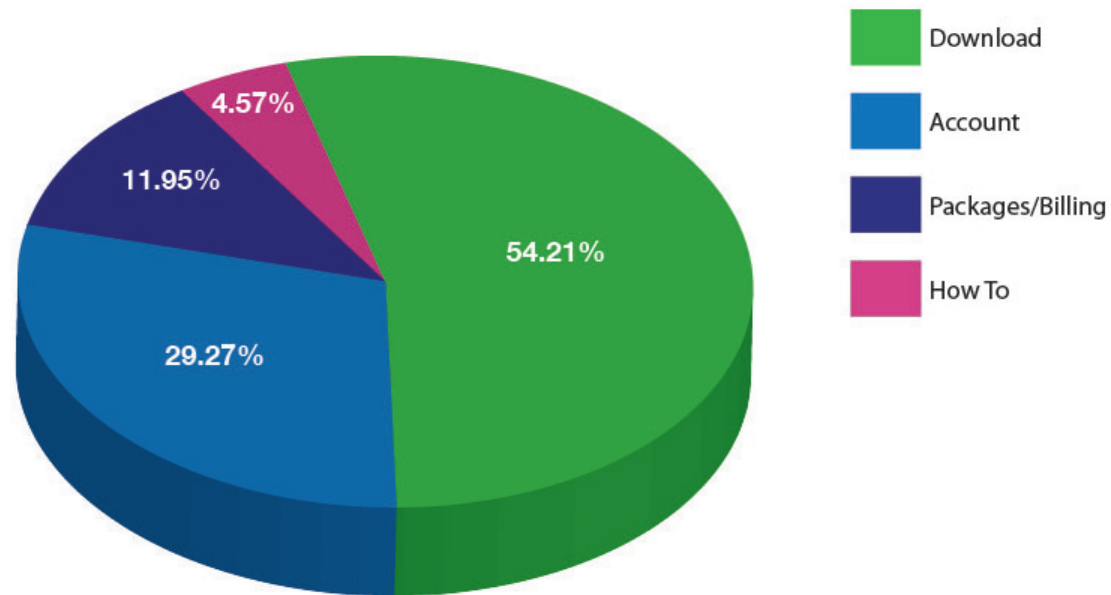
New and Returning Visitors



UX Analysis

ooVoo.com Web Analytics

Page Content Visited



UX Analysis

Conclusions

Direct traffic is great, potential for being a destination site.

The 35% returning visitors are users looking for upgrades, help and support.

Opportunity for SEO to make a bigger impact.

Conclusions and Recommendations

Conclusions and Recommendations

Overview

ooVoo is currently aiming to become a more lifestyle, home name brand. While it has been a tool for business interaction, it wants and attempts to bridge the gap between social and business.

ooVoo is:

intimate

chatting with your friends

higher quality video

Conclusions and Recommendations

UX Overview

The business button on the site currently marks that you can toggle between the two kinds of interactions. It's the opposite approach that Skype takes where business falls in line with other features and doesn't take as much presence as their push for being a social platform.

Functional:

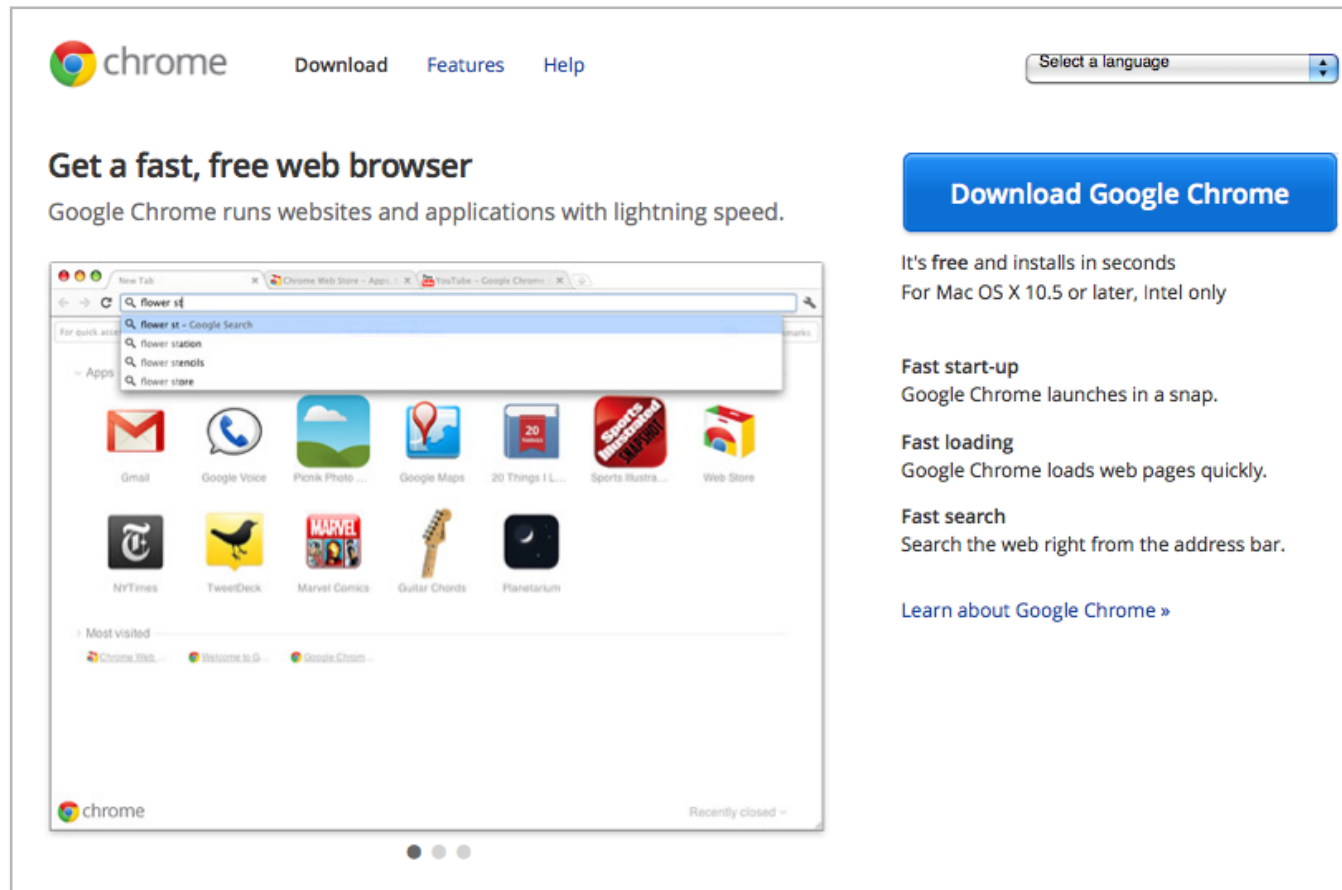
Invite friends while we're downloading the app

Auto-detect the system you are using for download

Conclusions and Recommendations

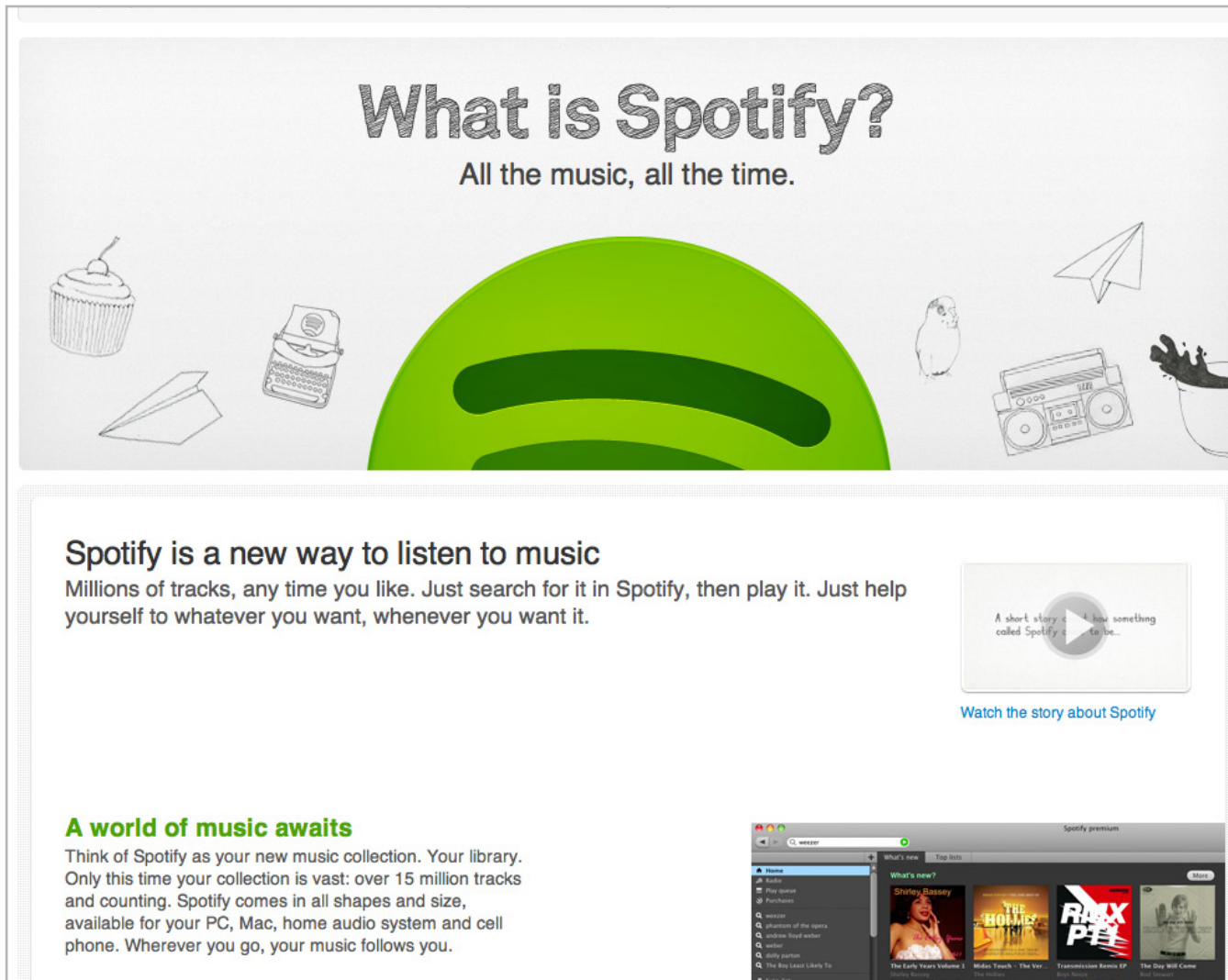
Sites we admire

Google Chrome – Landing Page



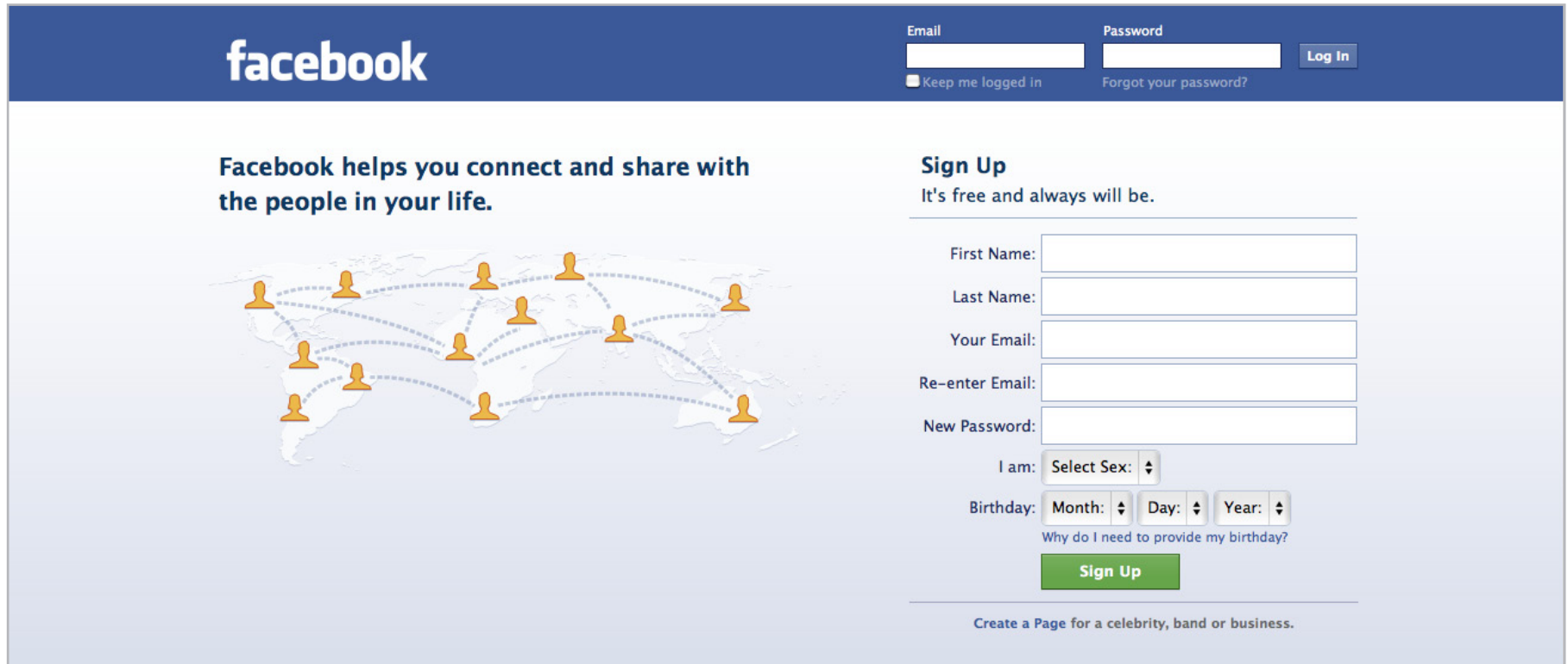
- Simple design – neutral
- States what the product is and why they should download it
- Download button on landing page
- auto detects OS (with other OS options available)

Spotify – Landing Page






- Hip, edgy, new design
- States who they are and what their product does
- Lists some key features
- Good visual hierarchy

Facebook - Landing Page & Sign Up



- Lifestyle driven visuals and clean design
- Sign up and Log in main focus on Landing Page

Spotify – Packages

		
<p>Premium \$9.99 per month</p> <p>Play local files Share with friends Millions of tracks</p> <ul style="list-style-type: none">Spotify on your mobileOffline mode for playlistsNo advertisementsUnlimited streaming of music <p>Get Spotify Premium » Learn more »</p>	<p>Unlimited \$4.99 per month</p> <p>Play local files Share with friends Millions of tracks</p> <ul style="list-style-type: none">No advertisementsUnlimited streaming of music <p>Get Spotify Unlimited » Learn more »</p>	<p>Free It's free - invitation needed</p> <p>Play local files Share with friends Millions of tracks</p> <ul style="list-style-type: none">Millions of tracks available instantly <p>Get Spotify Free » Learn more »</p>


-Clear specific information on what each package includes and costs

Spotify – Features

The screenshot shows the Spotify website interface. At the top, there's a navigation bar with links like 'What is Spotify?', 'Get Spotify', 'Mobile', 'Help', 'About us', 'Jobs', 'Blog', and 'Log in'. Below this is a secondary navigation bar with 'Features' highlighted. A sidebar on the left lists various features: 'This is Spotify', 'Playlists', 'Sharing music', 'Mobile music', 'Searching for music', 'Top lists', 'Offline mode', 'Use anywhere', 'Library', 'Biographies', 'Related artists', 'Connect with Facebook', and 'Around the house'. The main content area features a large green banner with the Spotify logo and the tagline 'All the music, all the time'. Below the banner is a section titled 'What can Spotify do?' with the text 'Good question. Let's take a little tour of the features that make Spotify such a pleasure to use.' This section is divided into two columns: 'Playlists' and 'Sharing music'. The 'Playlists' section includes the text: 'With Spotify, creating playlists is as easy as drag and drop. Each new playlist is saved to your account, and will be accessible from wherever you use Spotify.' The 'Sharing music' section includes the text: 'To us, sharing music is one of life's great pleasures. That's why we've made it so simple for you to share tracks and playlists with your friends. When we say 'simple', we mean one-click-simple.'

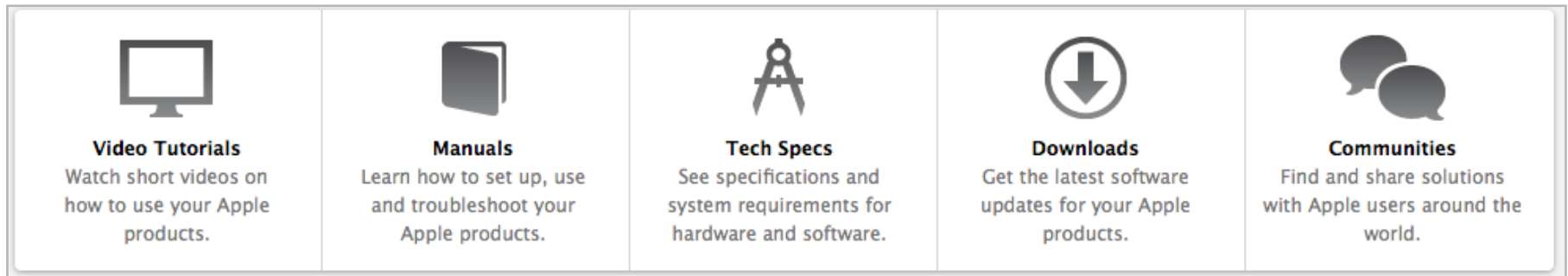
- Clean and organized
- Easy to navigate
- Second to Landing Page on nav bar
- Includes images that relate to the feature being highlighted

Skype – Add Friends

Your name*	Your Skype Name
<input type="text"/>	<input type="text" value="ritterskitter"/>
Your message*	
<p>Hey there! Come join me on Skype so we can make free Skype-to-Skype video and voice calls. Simply download Skype - it's totally free - and you can make and receive free video and voice calls to and from anyone else with Skype. You can also make cut-price calls to landlines and mobiles, and great rate text messages too. Best regards</p>	
Friend's name*	Your friend's email*
<input type="text"/>	<input type="text"/>
Friend's name	Your friend's email
<input type="text"/>	<input type="text"/>
 Add more friends	<input type="button" value="Send invitation"/> · Preview

- Easy to invite friends to download app or join video chat room
- Gives the user the option to invite multiple friends at once

Apple – Tech Support



-Icons and imagery used for easy navigation through technical support section

-Clearly labeled and organized sections

Conclusions and Recommendations

Our Final Thoughts

ooVoo.com should be a consumer-driven, simplified message

Create **ooVoo.biz** route for business-driven messaging only.

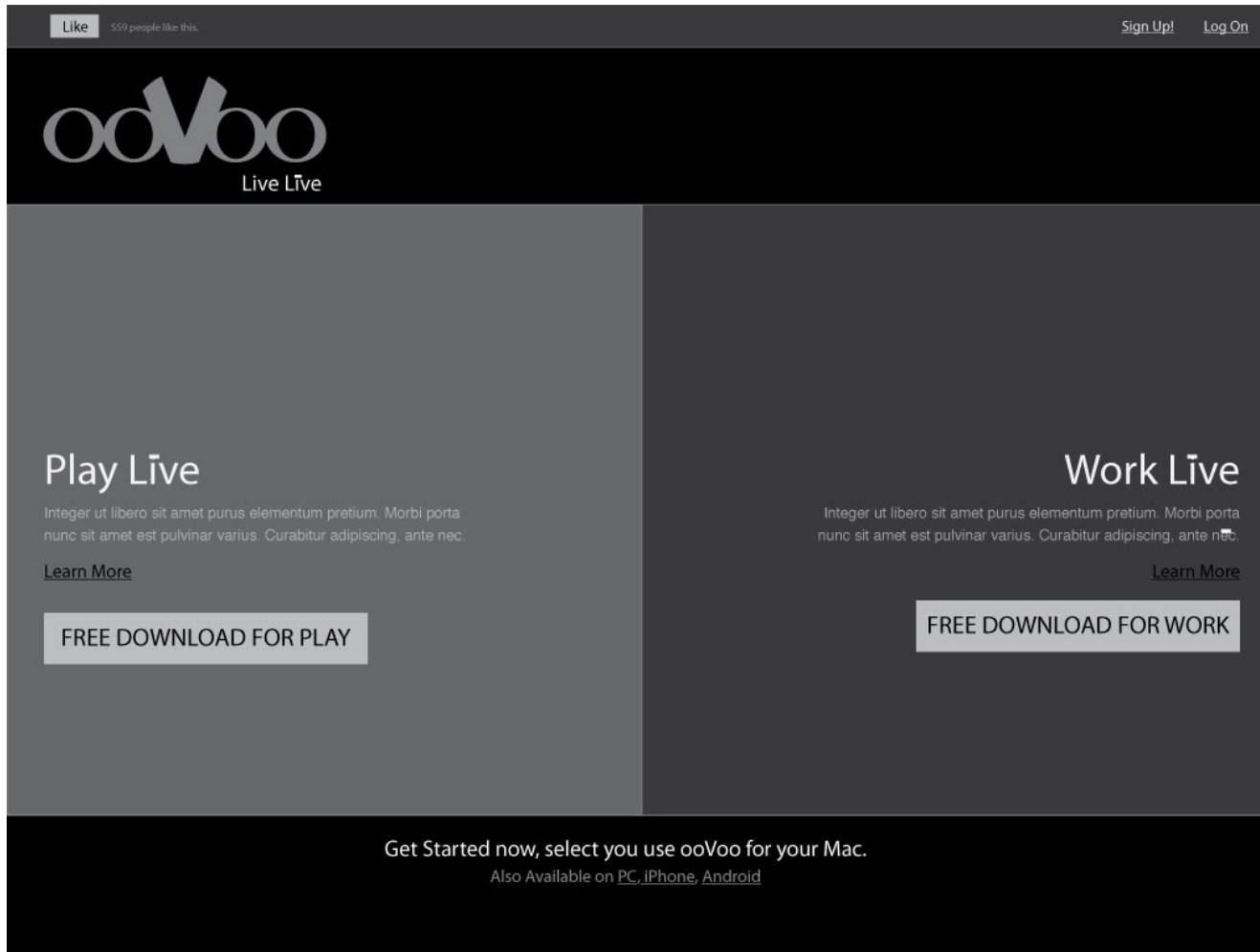
ooVoo.me will be used for the social messaging platform.

There should be cross-platform access across all three sites.

Download acquisition is still the number one priority.

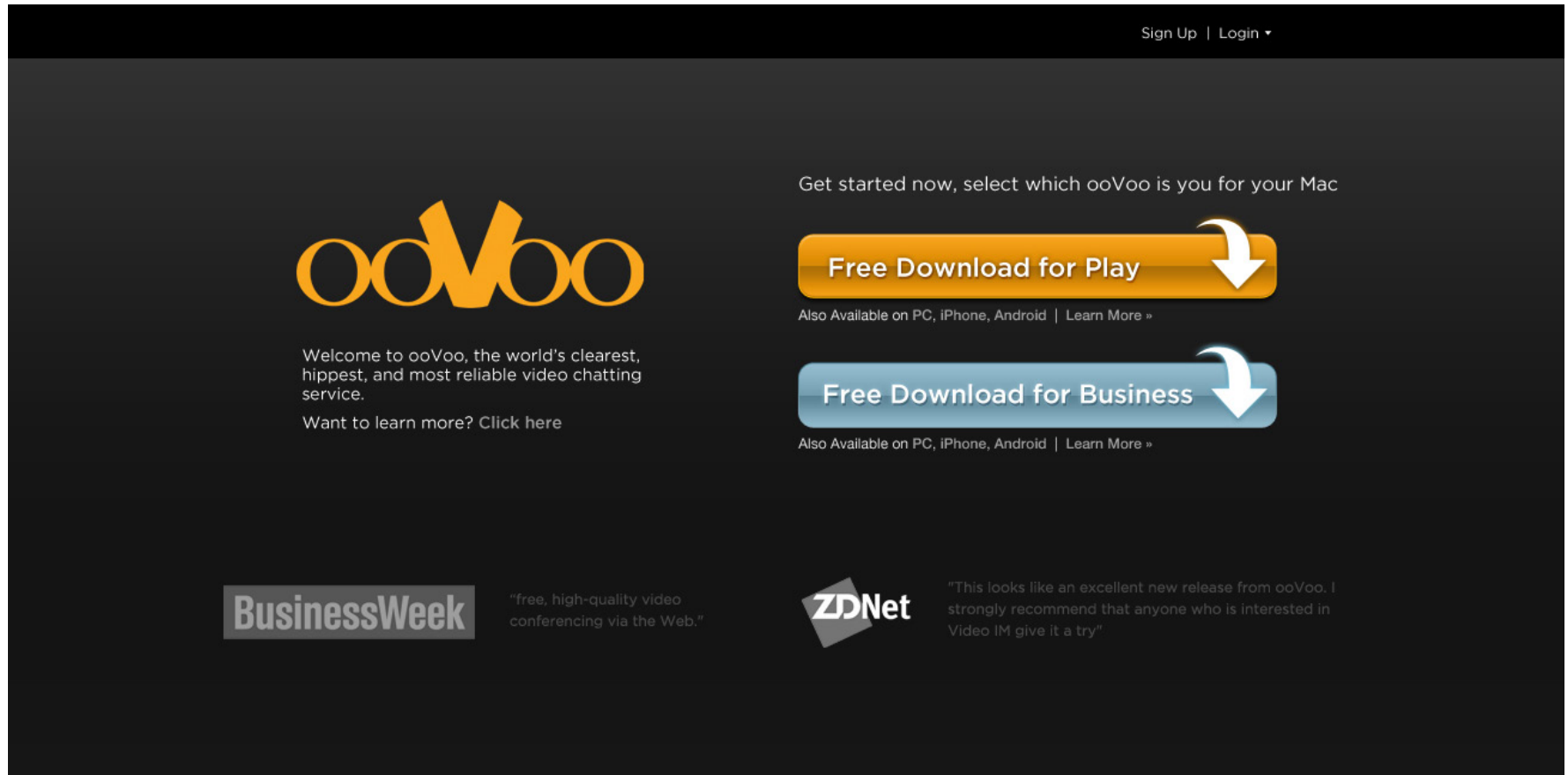
Conclusions and Recommendations

ooVoo Home Page



Conclusions and Recommendations

ooVoo Home Page



Conclusions and Recommendations

ooVoo Download/Features Page

Like 559 people like this. Sign Up! Sign In

ooVoo

Live Live

GET OOVOO ▾ WHAT IS OOVOO ▾ BUY PACKAGES ▾ SUPPORT ▾ ooVoo REWARDS ▾

A FREE and EASY way to hang out online with friends.

New Users create your Free V'room.

NAME YOUR V'ROOM

Create

Chat With Your Friends Now

Invite Your Friends

How to ooVoo in 3 steps!

Share Lectures with Your Study Group

Study and compare notes with your classmates with desktop sharing for just \$29.95 a month.

Buy ooVoo Pro Monthly Plan

Hang with your friends 24/7!

Get 200 minutes/month and get in touch with your friends all year round for just \$89.55.

Buy ooVoo Plus Annual plan

Dish the dirt all night long with your BFF

Get 500 minutes/month and get in touch with your friends all year round for just \$269.55.

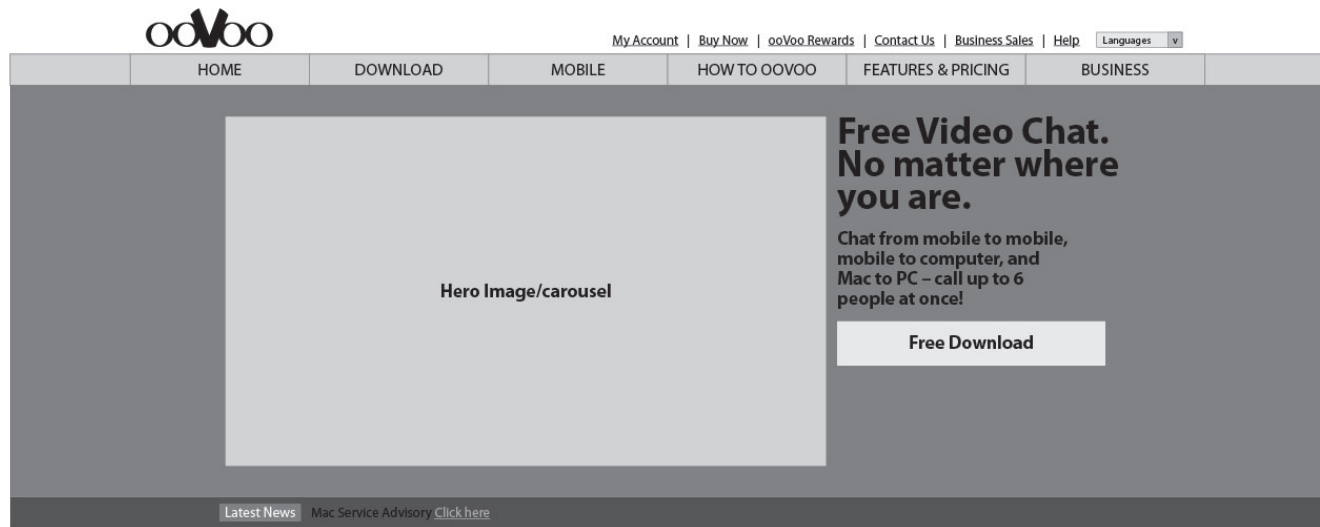
Buy ooVoo Pro Annual Plan

Appendix

ooVoo.com Existing Site *Wireframes and Flowcharts*

ooVoo.com Existing Site

Home Page Wireframe



How to ooVoo

- photo 1** **What do I need to use ooVoo?**
All you need is a broadband internet access and a computer with a webcam and microphone (a headset works great if you have one). [Learn more](#)
[Buy equipment](#)
- photo 2** **How do I video chat with my friends?**
Invite friends via email or video message right from ooVoo. If your friends are already on ooVoo, you will find them easily. You can also video chat with friends who haven't installed ooVoo - they'll join your video call on a Web browser!
[Learn more](#)

Video Chat | Phone Calls | Desktop sharing | Video Conference

ooVoo's Video Chat

[Video Call](#) | [Web Video Chat](#) | [Video Chat Room](#)

ooVoo offers the ability to video chat face-to-face with family and friends, anytime and anywhere. With ooVoo you can have free video chats one-to-one, or have a group video chat with up to 6 people at once!

It's easy to get set up - all you need to get started video chatting is a webcam. You'll look and sound your best with ooVoo's high quality audio and video, unsurpassed by the competition.

Try ooVoo video chat

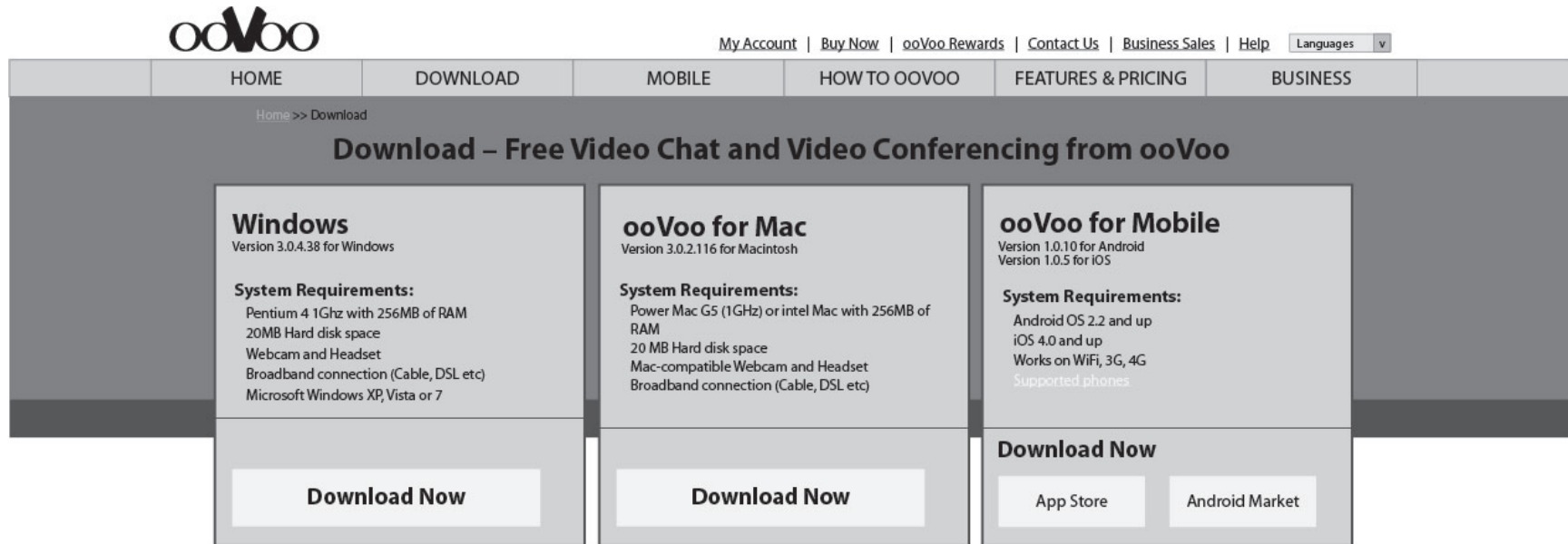
Web video chat button

Find us on Facebook

facebook stream

ooVoo.com Existing Site

Download Page Wireframe



* Apple, Mac, iPad, iPhone, iPod touch are trademark of Apple, Inc, registered in the US and other countries.

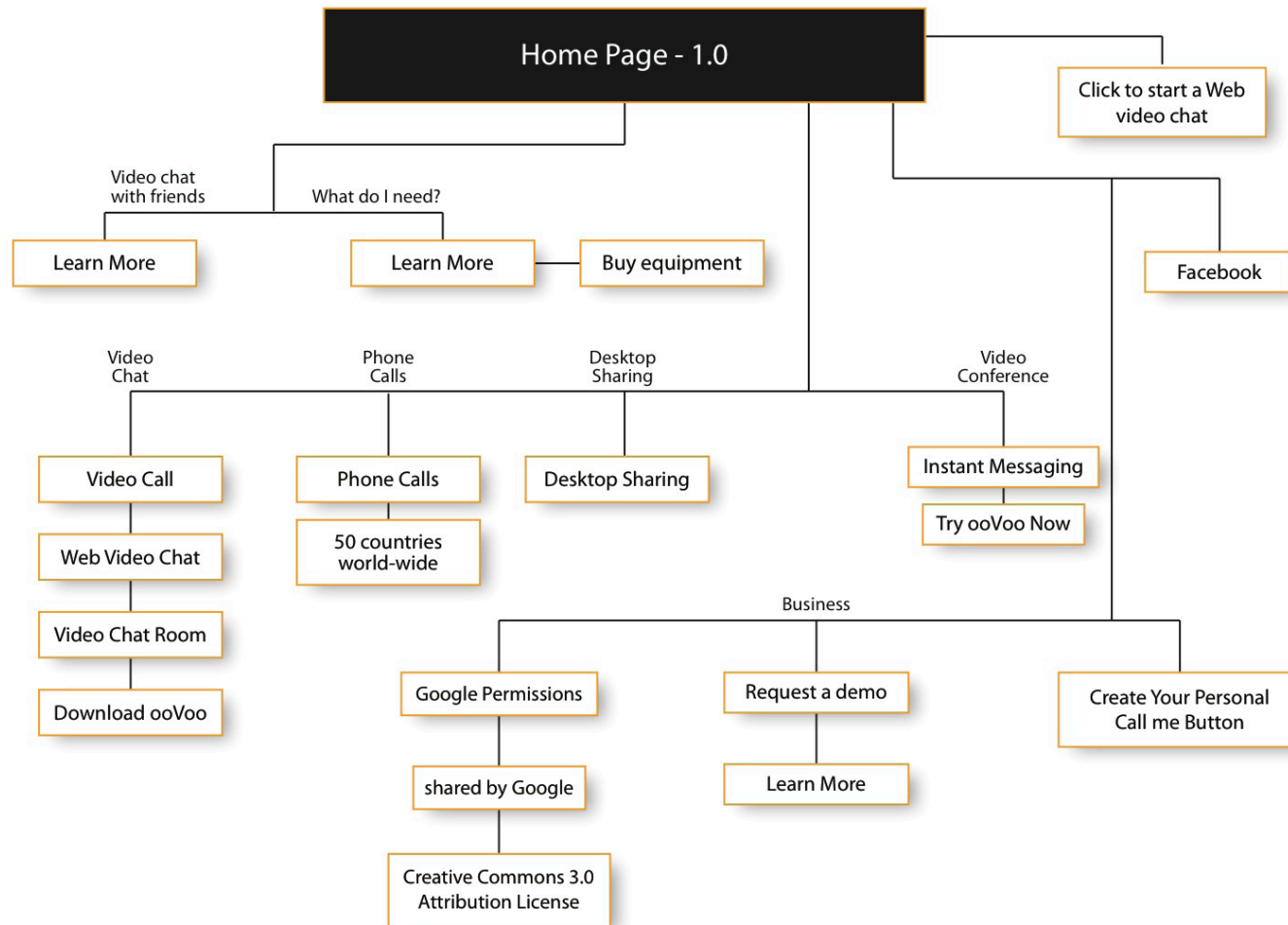
* Android is a trademark of Google Inc. Use of this trademark is subject to [Google Permission](#).

* Portions of this page are modifications based on work created and shared by Google and used according to terms described in the [Creative Commons 3.0 Attribution License](#).

Did you know? 8 out of 10 Skype users prefer ooVoo, [learn more about the Research](#).

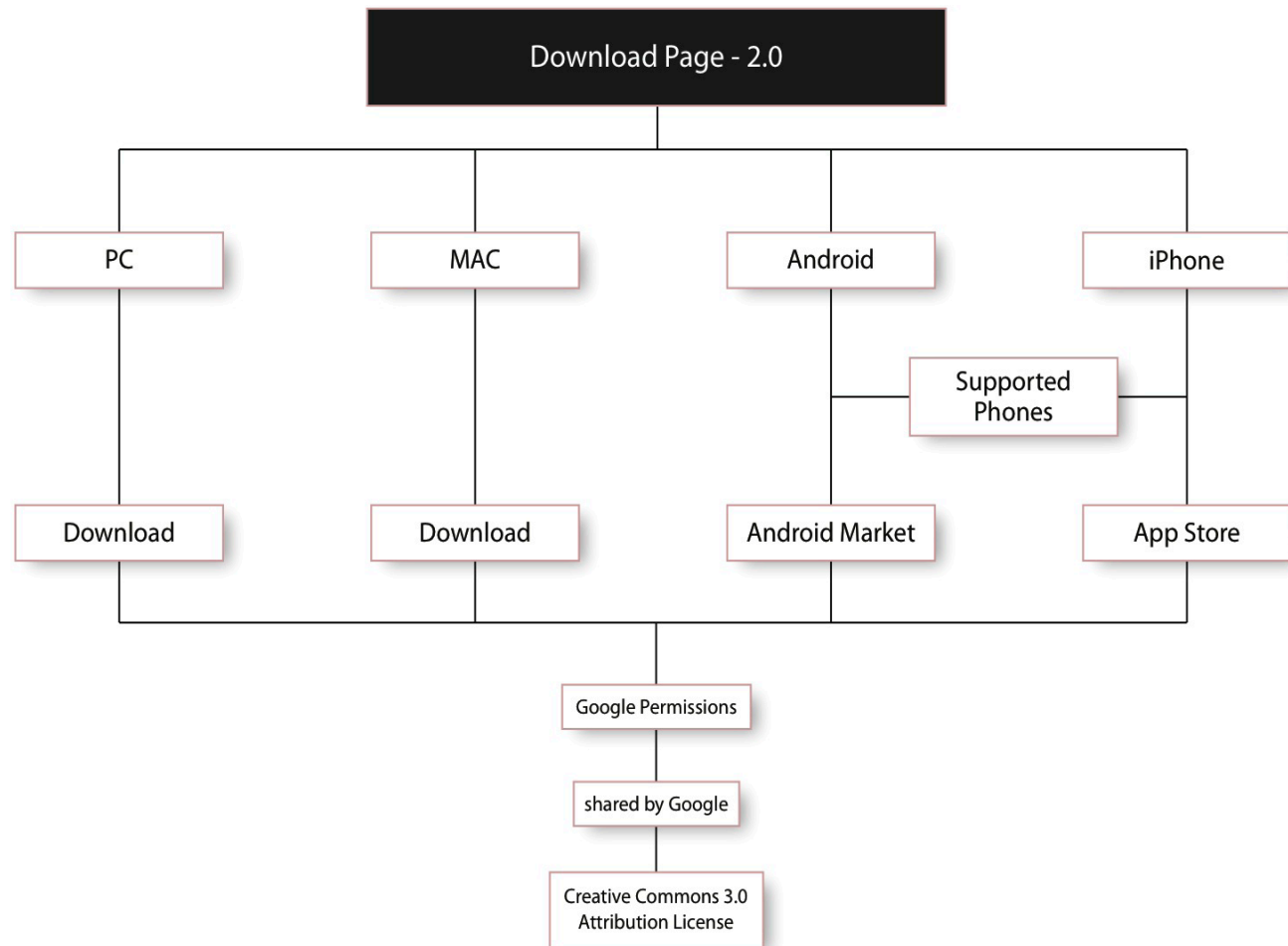
ooVoo.com Existing Site

Home Page



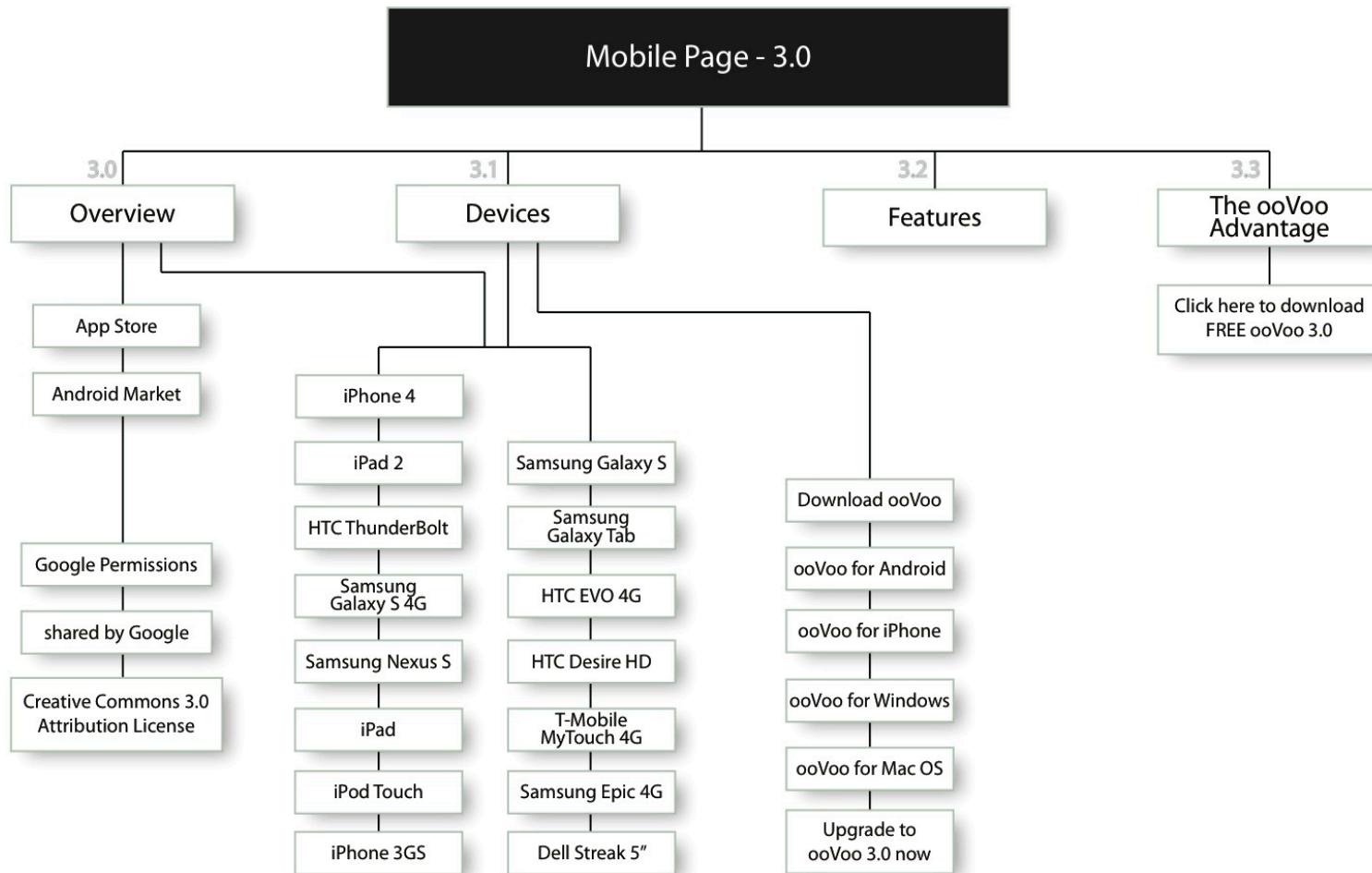
ooVoo.com Existing Site

Download Page



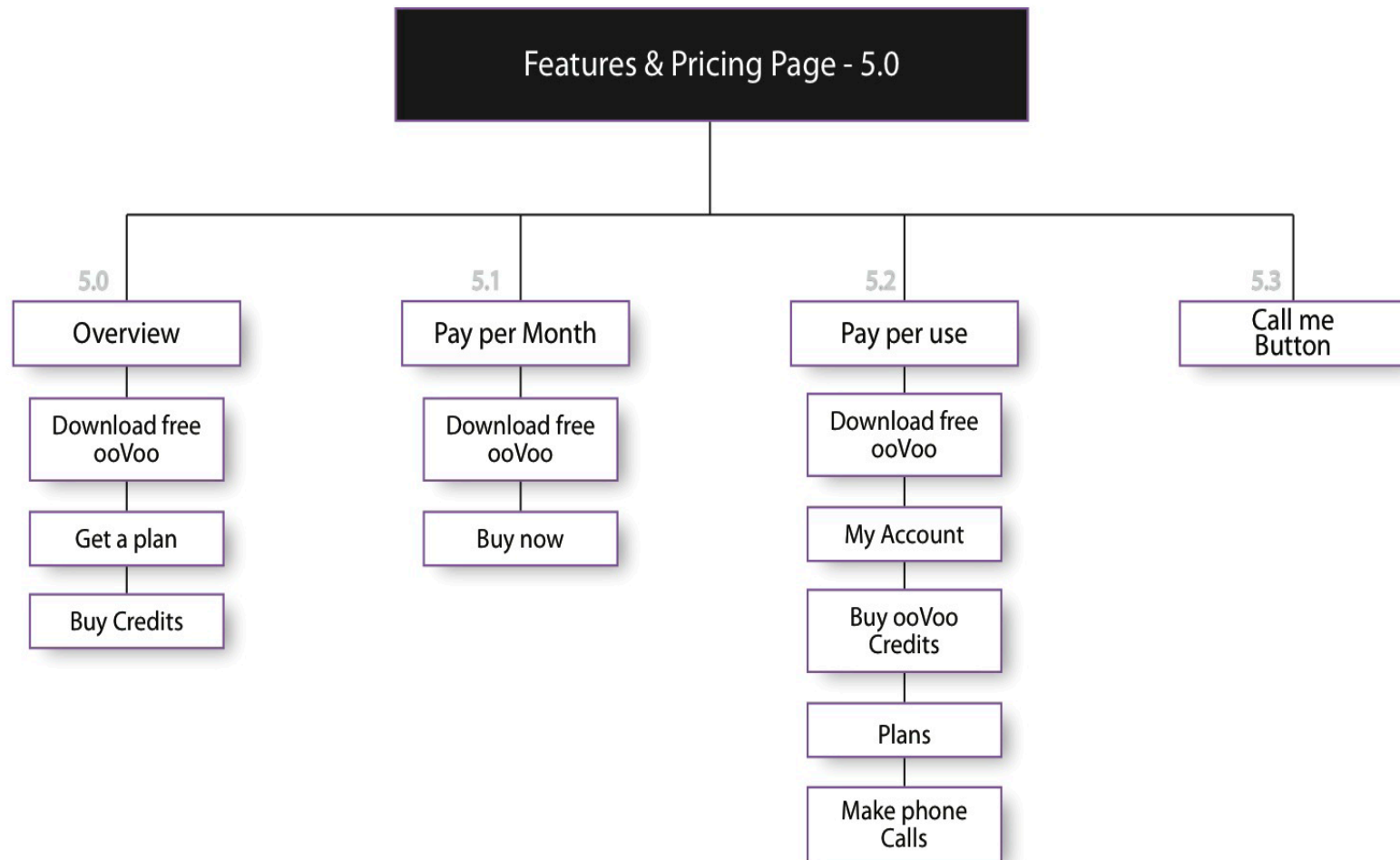
ooVoo.com Existing Site

Mobile Page



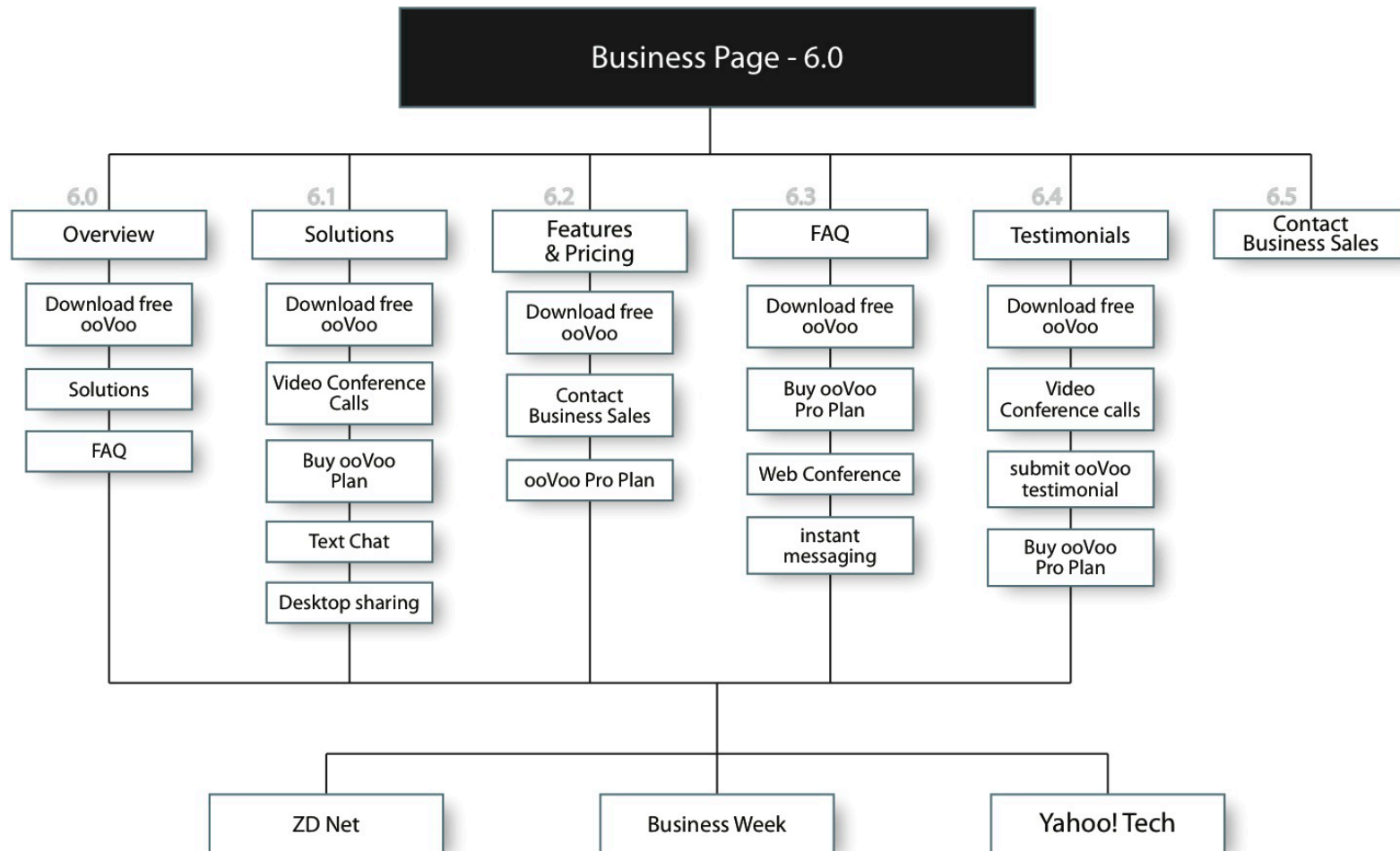
ooVoo.com Existing Site

Features & Pricing



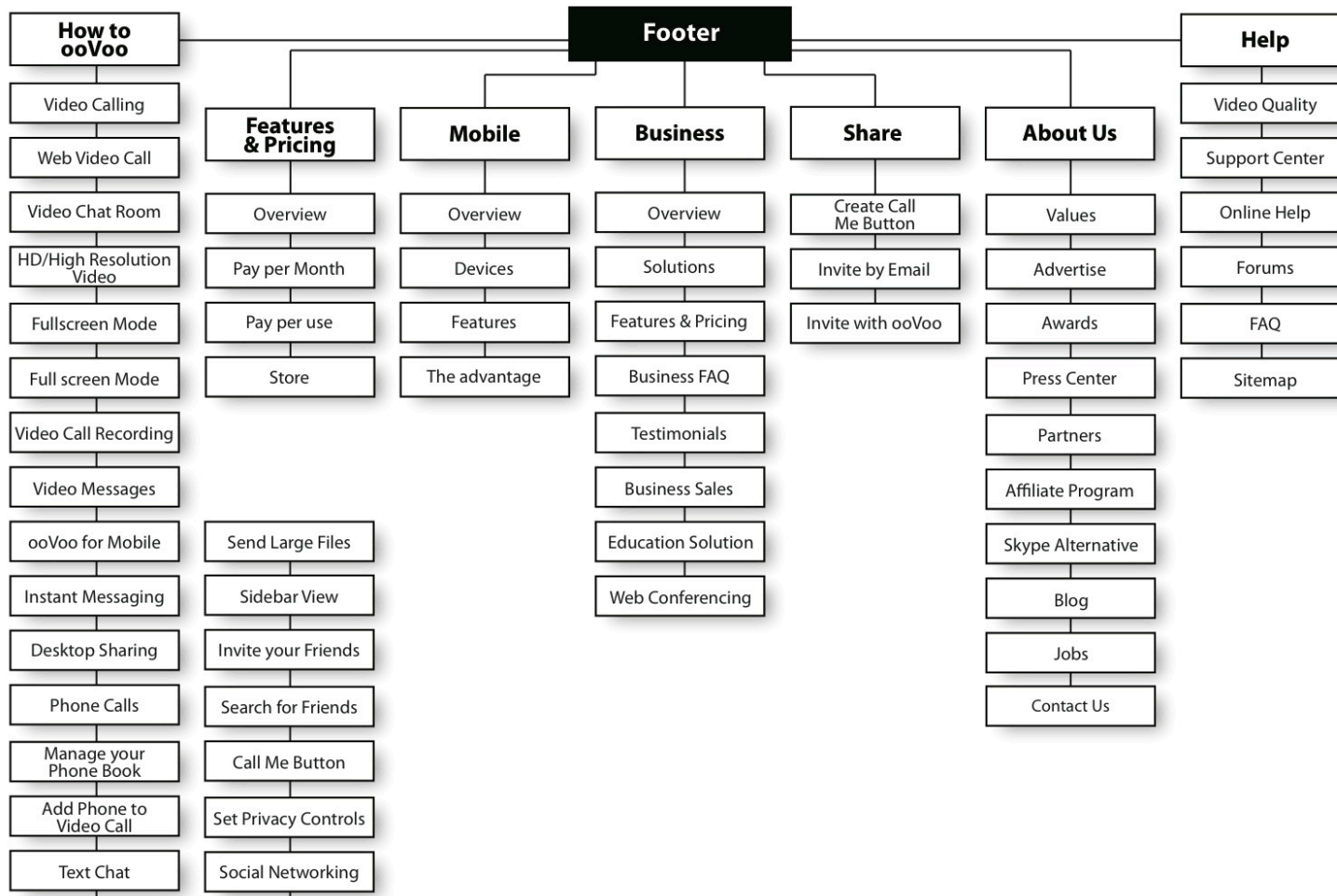
ooVoo.com Existing Site

Business



ooVoo.com Existing Site

Footer





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