

# EXPLAIN MY PRODUCT

## Feedback Report

On behalf of:

“Brian Buyer”

Business:



**QuizBreaker**

Completed by:

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## Feedback #1

### Positive

My immediate reaction was that this company knows exactly what they stand for. The crisp, clear headline makes it perfectly clear who they are targeting. "The Fun Way To Connect & Engage Your Remote Team". Easy to understand. Perfect phrasing. The sub-headline feels hyper-targeted as well. I understand what the company does within 7 seconds, max.

The CTA buttons, while looking a bit old-school (personally I'm not a fan of the super px curve & rigid shadows) are also crystal clear & consistent.

### Negative

While the general feel of the website is great, there are small things that stand out at a second or third viewing. The spaces between sections are maybe a bit too big, with valuable screen space being left blank and forcing the user to have to scroll more to view the whole front page.

Also, the initial look of the website is a bit cartoonish. This is something that might put off a lot of people once they land on the home page. While the name is confusing and doesn't tell you what the website does, the logo confuses further. While I understand, they are trying to be 'cute' and 'fun', the little ice cube logo doesn't do much for the overall brand, in my opinion.

## Feedback #2

### Positive

Great looking website! I love the clean layout, with the homepage relying on no extra visual stimulants besides the content blocks themselves.

I like the word **fun** in the phrase, "The fun way to connect..." With everyone depressed from being stuck indoors due to the coronavirus, we could all use a little fun in our work lives!

I browsed the website on mobile and desktop and I have to say, I liked how both looked and worked. Great loading speed and seamless transitions from one page to another.

## Negative

Regarding the name, "Quizbreaker", I confess the word "breaker" threw me off a bit. The "Quiz" part of the company name is of course fantastic. But I wasn't immediately sure what "breaker" refers to. This usually wouldn't be an issue, except the word "break" generally has a negative connotation.

Don't get me wrong - once I realized it was a play on the phrase, "icebreaker", everything fell into place. But realizing this fact took *just a bit longer than it should have*.

To counteract this, it might be good to have the word "icebreaker" somewhere in the subtext - just to drive the point home immediately.

For example, instead of,

"A virtual team building **quiz game** that helps teams bond, no matter where they are."

Perhaps try...

"A virtual team building **icebreaker** that helps teams bond, no matter where they are."

Remember, the word "quiz" is already stated. No need to double up on that word. It's the "breaker" that needs quick elaboration.

Same with the logo. Looking back now it's laughable. "Of COURSE! It's an ice cube. I get it. I'm smart!" But at first I plum didn't understand what I was looking at. And it's the very first thing you see.

Small change but potentially impactful.

## Feedback #3

### Positive

Interesting product which should work great in our current situation. I like the product and the presentation, they kept it short and to the point, without fluffing the page too much. Great usage of Parks & Rec there, so perhaps I was biased from the beginning :).

Nice site design with some subtle but effective animation. The website provides tons of information on the home page and there is really no need to check other sections. The information is presented logically and as I scrolled down I kept on getting answers to my questions. In this regard, the design is very well thought out.

The color scheme is also something that most users would be very familiar with. No bright or stark colors, a simple white and blue makes the whole website look easy on the eyes.

I especially like the confetti that streamed down upon selecting Leslie Knope on the homepage.

### Negative

The Leslie Knope example is a really nice touch. But I worry you're alienating people who have never seen Parks & Rec. It's certainly a popular show, but if you don't understand the characters, it's meaningless. As a fan of the show it pains me to say this, but I think it's a somewhat low-percentage choice of an example. You might be better off using mega-celebrities/personalities instead of niche ones. Think Oprah, The Rock, Will Smith, Tom Hanks, that level of fame.

## Feedback #4

### Positive

Compared to a lot of other websites, it has a great UI and easy to navigate. I also like the laid-back look of the website and clearly shows that the company is not trying to take themselves too seriously - instead, giving an impression of a fun company, which is only bringing remote teams closer together.

Lots of great messaging and copy. I noticed an interesting snippet in the footer that I really liked:

Bring your team closer together, wherever they are.

I was surprised to see this in the copy given how powerful it was.

## Negative

Unfortunately, the logo isn't working for me. The screaming blue cube looks like he's in distress. It screams amateur design. (Sorry, bad pun) But in all honesty I think it doesn't come across as particularly cute or fuzzy-feeling. It looks like it was created using MS Paint back in 1999. Based on the screenshots of the app itself, it looks like there's a disconnect between the quality and style of the logo & the actual product design. In a nutshell, I think the logo could be, and should be, improved.

## Feedback #5

### Positive

I think that the biggest thing that caught my attention is the companies that are using QuizBreaker. It's great that they showcase this right away and detail it a bit lower down the page. This is also backed up by the social proof/testimonials.

"Automated team bonding" is a cool idea and has a nice ring to it. This site definitely has hit upon something special in the wake of COVID-19. The social proof is fantastic. Big names on here. Google, Microsoft, are you kidding me? Awesome! Would be even better if clicking that linked to the extended social proof/testimonials section at the bottom of the page.

## The New York Times

"QuizBreaker has given us a fun way to not only get to know each other better but to also understand what drives and motivates us as individuals allowing us to work efficiently and smoothly as a team driven by empathy."



Corina Aoi / Associate Product Manager

## Google

"We got great use out of QuizBreaker and now our team is all ramped up. They know each other much better than before. Thanks for the great service!"

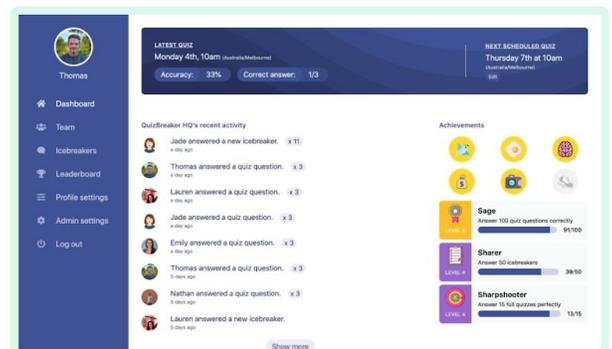


Kyle Richey / Technical Manager



## Negative

Although I love the "Before example" (those bored faces are perfect!) I'm missing a mental connection between the Before and After. For example, I see "Thomas" in the After, but not in the Before. It would be more consistent to ensure the faces *match*, and either establish the name Thomas to one of the users the Before screen, or use the *exact same face* in the After section, to really drive the consistency home.

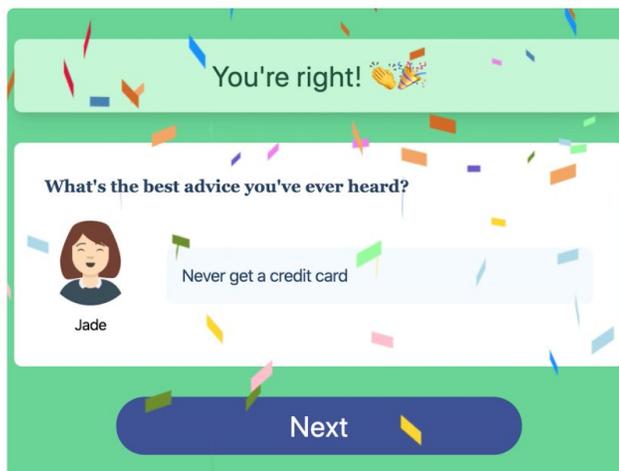


## Feedback #6

### Positive

No ads, no crazy animations, no annoying newsletter popups, and no upselling, this website can stand out from others due to its simplicity.

I love this image in particular. It says so much on its own without needing to even read the adjacent text. And the "Leaderboard" idea below is SUPER cool. We are big fans of Slack's leaderboard stats at my company. :)



#### STEP 3

#### **Celebrate your team members learning about each other in a fun way**

Every new round of QuizBreaker brings your team closer together at the same time as facilitating a fun virtual team-building experience. Our gamified web app celebrates each correct guess.

### Negative

The website does not have very good support. For a starters, they do not have a FAQ section and when I clicked on 'support' I was taken to an old-fashioned form, which seemed like it was from a 90s website. I would have preferred at a live chat with a human, as it makes a company look more authentic and caring towards prospective customers.

Perhaps it's due to the preponderance of Slack plugins these days, but while reading I was wondering if this product had a Slack plugin.

The other question I had is, I could not figure out if they have a mobile app. I could not see any such indication on the website, which probably means either NO, or they are still developing it?

## Feedback #7

### Positive

There was something oddly refreshing about the fact that there were only 4 FAQs. Usually you see a laundry list of questions on these types of pages, 90% of which nobody cares about or would ever consider asking. But this is simple and to the point (though I would consider different fonts/weightings as it looks just a tad sloppy).

### Frequently Asked Questions

CAN I TRY QUIZBREAKER FOR FREE?	WHAT IF WE NEED MORE THAN 14 DAYS?
Yes! QuizBreaker is free to try for 14 days. We think you'll love it.	We'll give you time. Just let us know and we'll happily extend your trial.
CAN WE CANCEL AT ANY TIME?	WHAT IF I HAVE MORE QUESTIONS?
Yes, of course!	We'd be happy to <u>answer them</u> .

### Negative

I think there's **too much going on in the pricing page**. It's not visually pleasing, and the highlighted words seem both arbitrary and unnecessary.

The plan names are nice, but perhaps some background colors for each of the plans would help break up the offerings and be easier on the eyes.

The interesting thing is, the annual plan is extremely generous! Six months free is almost unheard of for annual plans, so it's certainly a compelling offer. But I think there are better ways to visually express it.

## Improve your team's trust and communication

(For far less than the cost of a team building retreat)

Monthly  Yearly  (Save 6 months)

UNIT	SQUAD	LEAGUE
USD \$ <b>15</b> /m Billed \$180 annually	USD \$ <b>25</b> /m Billed \$300 annually	USD \$ <b>50</b> /m Billed \$600 annually
For teams of up to 10 people	For larger teams of up to 25 people	For organizations with multiple teams
<ul style="list-style-type: none"> <li>✓ Up to 10 players</li> <li>✓ 1 team</li> <li>✓ 100+ Icebreaker questions</li> <li>✓ Choose the day &amp; time quizzes go out</li> <li>✓ Send quizzes daily, weekly</li> </ul>	<ul style="list-style-type: none"> <li>✓ Up to 25 players</li> <li>✓ 5 teams</li> <li>✓ 100+ Icebreaker questions</li> <li>✓ Choose the day &amp; time quizzes go out</li> <li>✓ Send quizzes daily, weekly</li> </ul>	<ul style="list-style-type: none"> <li>✓ Up to 100 players</li> <li>✓ Unlimited teams</li> <li>✓ 100+ Icebreaker questions</li> <li>✓ Choose the day &amp; time quizzes go out</li> <li>✓ Send Quizzes daily, weekly</li> </ul>

## Feedback #8

### Positive

The [Remote Activities](#) section is chock-full of good tips & game ideas. But I almost missed it! One of the questions I had while reading through the homepage was, "What are some more game/trivia examples?" I almost stumbled upon this page by accident, and I think it's far too important to be buried in the "Resources" section.

I wonder if it should be more prominent - or at least better integrated - throughout the site. This is really good stuff, and it's the sort of thing that can trigger the ever-important "aha moment", and inspire far more people to purchase!

### Negative

This sentence was interesting: "Schedule automated quizzes to go out so your team can guess 'who said what?'" I noticed the "who said what" example above, but are these the only type of questions you have? Surely the product questions aren't so limiting...are they?

At that stage in the journey I was honestly confused as to whether or not I can write my own questions. It might be a dumb question, but I don't yet see anything that implies I can actually do this...

## Feedback #9

### Positive

The website's message is pretty clear and it looks professional. They also offer a 14-day free trial. This is great considering most services nowadays only offer a free trial after we give them our credit card details. I was also immediately impressed by big corporations who are already using their service. Coca Cola, Microsoft, Mars, and even Google! very impressive.

### Negative

I have found one thing that is a big issue for me personally. I could not find the actual, legal company name anywhere on the website. This is actually a big flag when I look to buy things online.

While I understand that sometimes you do not want to have the legal business name on the front page (although this is also iffy with me), it is not stated in the terms and conditions section either, effectively rendering the agreement null and this might be a big issue with the payment provider as this is a requirement from the credit card schemes. They should check with the Consumer Protection (Distance Selling) Regulations for more info, but this should definitely be fixed.

## Feedback #10

### Positive

For someone who manages remote teams every day, this idea seems **super** exciting. I have not come across anything like this, and I think I love it.

Working from home is tiresome, sometimes even more than working from an office. I have tried almost everything to keep my team happy and engaged but its an uphill battle. Something like Quizbreaker might change the way I manage my teams!

## Negative

I believe that the website is very straightforward with what they are doing, but could give a bit more detail on **how it works**, as I personally found it unclear. Maybe have a short video demoing the product to help with this.

I have a team of 5 people and for a small company like mine, paying \$30/month for this extra feature is not that easy. It can work for bigger companies with higher budgets but I wish they would give a bigger discount to startups like mine. Even if I buy a yearly package for \$180, it seems a little expensive. But still very interesting.

## Feedback #11

### Positive

The website's large fonts and clear text makes it very mobile-friendly. I checked it on desktop and it looked equally good. All major sections of the website are within easy reach, whether it's signing up, logging in, or just finding more details. On top of this, the website was extra quick to load, which is always a plus.

### Negative

Since the concept is so new I would have appreciated a quick explainer video. They have tried to lay out the concept but it takes some time to understand how quizzes will benefit a remote team. I also understand that a video might slow down the loading time of the website, but it could have been posted in the 'how it works' section. A video would go a long way.