

COMPETITOR	LinkedIn	Google Contacts	Contacts Plus	Facebook	Xing	HubSpot CRM
	Morgan	Morgan	Luca	Camila	Morgan	Morgan
Questions						
How does product help users organize their contacts?	it doesn't allow users to organize their contacts	Users can give contacts "labels", a "star", or hide them from the contacts list. Users must move a new contact from "other contacts" where they are automatically entered into "contacts".	Use tags as "groups" of sorts, plus ability to note relevant info in the note field, and add linked contacts as relationships.	Users can define each contact as "Close friend" or "Acquaintance". And also create other custom lists of Friends. It is not clear where to access the "Friends List" from that page.	n/a	Users see a contact's information as well as all the actions/communications they have had with that contact. Users can use filters to organize their contacts either by static information, or by action/tasks user has associated with a particular contact. The filter system is robust, providing many many possible attributes, with a heavy 'sales' bent. Contacts can also belong to "lists".
How does product help users find people within their contact networks?	"Connections", "manage your network", You can see all your connections listed search, sort, filters Search with filters	search	Search, sort by organization, tagging, and relationships	Automatically group people categories: Birthdays, Current City, Hometown, Following. Search only by name+last name	search feature, sort feature	search feature, filter feature, list membership
How does product help users remember people they may not have been in contact with recently (i.e. within the past two years)?	in contact list, it provides profile picture, name, current title and how many days ago user connected to them on LinkedIn allows users to access contact's full profiles and whatever information users may have included there	In the contact record, users have access to the "google profile" of the user, as well as any information the user has added to the contact details. User can also see the subject lines for all recent "interactions" (i.e. emails, calendar events, chats, and other activities done with the contact in the google suite of products.) User can also make "notes" on the contact record.	Ability to search through notes is probably most helpful in this case, followed by tags and organization	Users can add their contacts to customized "Friends Lists"	n/a	left panel is contact information, center panel is all past communications contact has had with user, right panel is company where contact works as well as information about deals, attachments, and LISTS that a contact is a member of (primarily for ebcasts and such)
Feature Analysis						
Add new contact						
What information can be added?	n/a It used to ask you select some moment from your experience to associate a contact with - "How did you know this person". It no longer seems to ask that question.	see screen shot - all the standard ones + "file as" (an alternate name for a contact) "relationship" user enters a word and then chooses from a drop down (blood/legal) and "custom field" user can enter a field and then enter a kind of category/parent field these options are buried deep in the contact record.	All the standard ones: Title, Name, Job, Tag(s), Note, Phone, Email, IM, Profile, Link, Address, Birthday, Date, Relationship. CANNOT add custom fields, only notes and tags.	(Desktop - Dropdown menu: Close friends, Acquaintance or add to Another list...)(Mobile - N/a)	none - individual has control over their own profile, you can't create a new contact or add information to a contact's profile.	many many things... everything that a contact can be filtered by can be entered, though some of them are filled in by the system (email & website analytics points etc)

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Find existing contact						
Filter	<p>filter: primary filters =</p> <ol style="list-style-type: none"> 1. what do you want to filter your people, jobs, content, groups, schools, companies? 2. Connections: choose 1st, 2nd, 3rd etc distance away from user 3. Locations: LinkedIn suggests a subset of geographic locations to filter by- unclear how it chooses these 4. Current companies: Again LinkedIn suggests some, there is some relationship to the companies in your experience list, but not all - it is unclear how it arrives at this list, not all companies you are connected to or your contacts are connected to appear here. <p>All Filters: provides more options for how people can be filtered: Connection OF, Past Companies, Industries, language, schools, contact interests, service providers – again here LinkedIn loads up some recommendations, but here user can "add" a filter option is one is not showing up in the offerings.</p>	<p>when you enter a label into the search field, it functions as filter google also offers "frequently contacted" as a basic option</p>	<p>Can use custom and autosuggested tags to filter</p>	<p>(Desktop - Pre determined categories: Birthdays, Current City, Hometown, Following. No links to view "Friends List") (Mobile - All, Recent)</p>	<p>n/a</p>	<p>There are over 50 filters options, called "properties" - I put them here because they'd take up too much room in this spreadsheet. https://docs.google.com/document/d/165-i1nJMbCqrsTFX5uUMrX9svfv70UkSvKd71ONiSjQ/edit?usp=sharing</p> <p>variants of these could be potentially relevant: School Persona Lifecycle stage Last activity date Job title Job function Create date City Became a customer Associated company</p>
Sort	<p>sort: first, last, recently added</p>	<p>only first name or last name</p>	<p>(Hidden under submenu) First, last, date created, date modified, organization</p>	<p>N/A</p>	<p>first name, last name, latest contacts</p>	<p>sort possible by whatever properties are included in columns on full contact list</p>
Search	<p>Yes</p>	<p>Yes basic search + Note though it is different from how mail search works. Looking at the three personalizable contact fields> File as - changes the name of the contact record, and that can be searched, but by field (i.e. "file as: test" does not work, just "test" Relationship - again "relationship: test" cannot be searched, but "test" can be searched Custom Field - both the field label can be searched and whatever the user puts into the custom field</p>	<p>Can search by company name, notes, other standard fields. Search by relationship doesn't work.</p>	<p>Yes, by name only - search results are updated with each letter typed</p>	<p>yes</p>	<p>yes</p>
Other?					<p>n/a</p>	

COMPETITOR	LinkedIn	Google Contacts	Contacts Plus	Facebook	Xing	HubSpot CRM
Organize current contacts						
Tagging	n/a	yes - labeling - you can only label contacts one by one though now - it used to allow you to create groups through batch add, which was GREAT.	Yes, custom and autosuggested (missing phone number, email, etc)	(Desktop - Dropdown menu: Close friends, Acquaintance or add to Another list...) (Mobile - N/a)	n/a	via properties
Grouping	Users can join groups - but these are more like Facebook groups. People can start conversations within groups. One can also see all the members within the group.	no	Only way to make groups is to use tags, no ability to add "folders" (not sure if this matters much, as tags are more powerful). Can also add to favorites.	(Desktop - Access to "Friends Lists" was hidden Home>Explore>Friends Lists)	Groups exists, but it is a public thing that people choose to join either "local" or "online" - not something that the user can control, other than by creating a group and inviting friends to join it.	via properties
Personalized referencing systems	n/a	with labels, "custom field" and "relationship" you can create your own referencing systems	Notes, tags	Friends	n/a	it is possible to create a custom Property
Affiliations	One can see affiliations - schools, employers In schools - one see connected alumni or employees In companies - one can see all current & past employees	companies	Job/Organization	different types of affiliations listed on profile page	n/a	company, relationship "owner"
Co-referencing	n/a	n/a	n/a	n/a	n/a	
Linking contacts / Relating contacts	n/a	n/a	Relationship field	n/a	n/a	
Other?			Can add dates and assign them custom meaning. Not clear on what this accomplishes.			
Notes	no	yes	Yes	No		yes