

















Windows 8 Diary Study







Rick Burks, Christy Harper















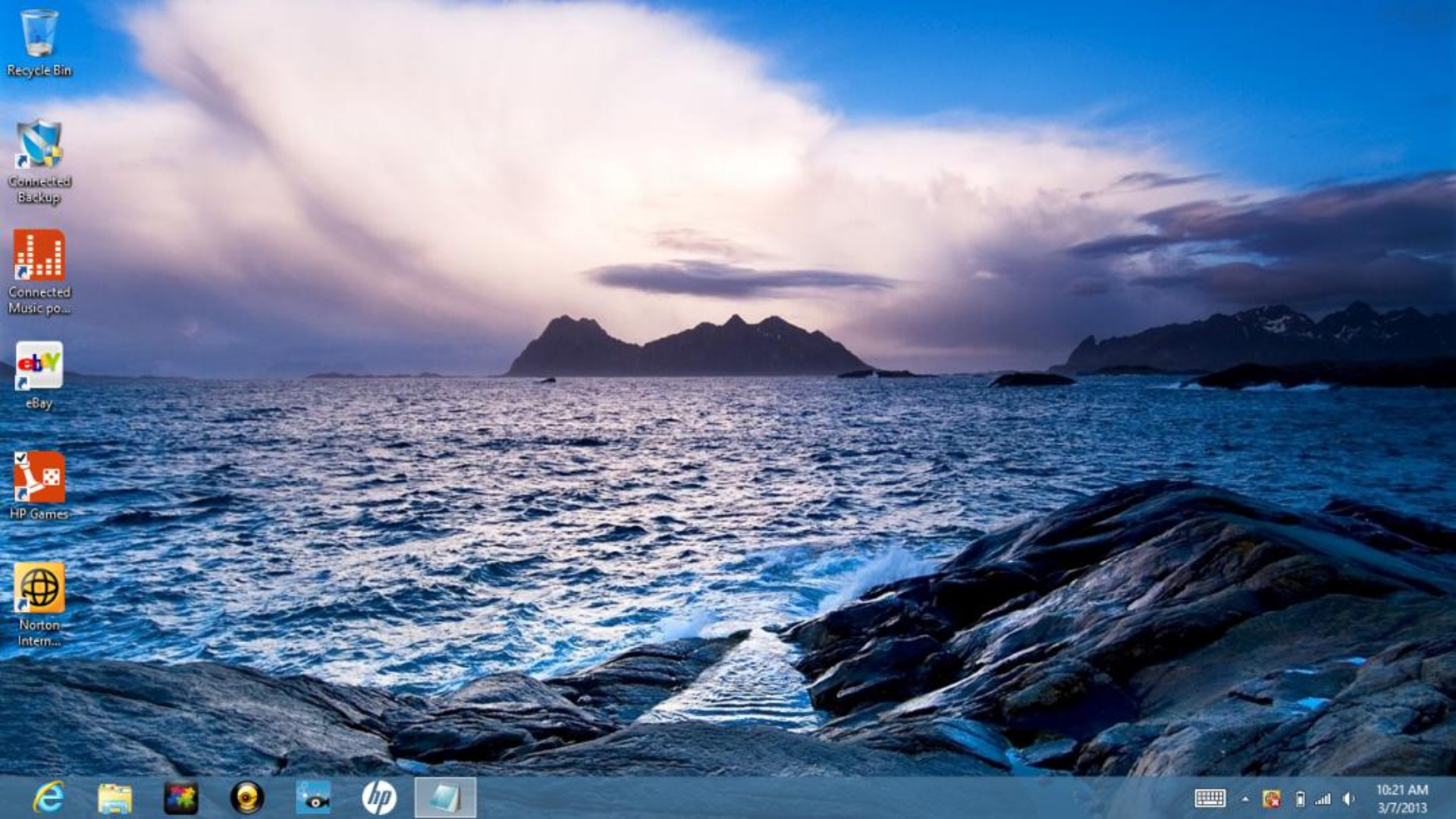
Start

John
McCarthy 

 Mail	 Photos	 News
 People	 Finance	
 Messaging	 66° Pleasanton Mostly Sunny 68°/46° Weather	
 Desktop	 Internet Explorer	 Store
 Google	 Maps	 SkyDrive
 Calendar	 Sports	

 Bing	
 Travel	
 Games	 Camera
 Music	 Video

 Google Chrome	 InfoPath Designer 2013
 InfoPath Filler 2013	 Outlook 2013
 Access 2013	 Excel 2013
 SkyDrive Pro 2013	 Lync 2013
 OneNote 2013	 PowerPoint 2013
 Publisher 2013	 Word 2013



Recycle Bin



Connected Backup



Connected Music po...



eBay



HP Games



Norton Intern...



10:21 AM

3/7/2013

Study Objectives and Intended Outcomes

Discover

How important is touch in the Win8 experience?

- Compare touch and non touch clamshell laptop experiences to discover if there are different pain-points for touchscreen (direct) and non-touchscreen (indirect) laptops
- Gauge satisfaction for touch vs non touch

With Win8 touch devices, when and how is touch used?

- Direct (touchscreen) vs Indirect usage amount
- Start Screen usage amount/Traditional Desktop usage amount

Over time, beyond initial OOBE and setup, what are the struggles with Win8, how steep is the learning curve?

- Differences (if any) between form factors (Clamshell, AiO, and Hybrid)
- How important/useful is documentation and the Getting Started with Win 8 app?

Why?

To learn:

What can HP do to enhance the Windows 8 experience.

- Documentation?
- Getting Started With Win 8 app? Other?

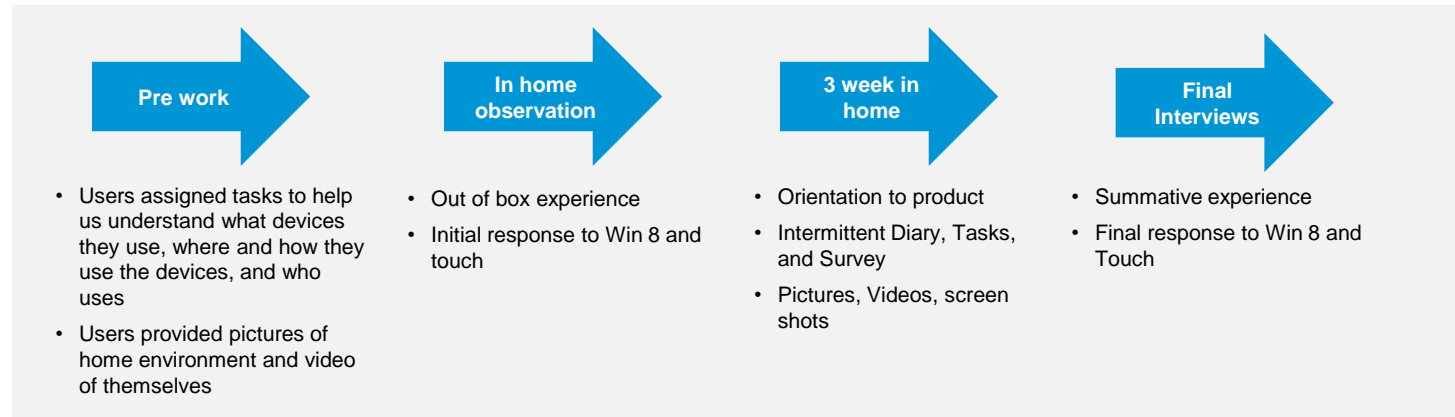
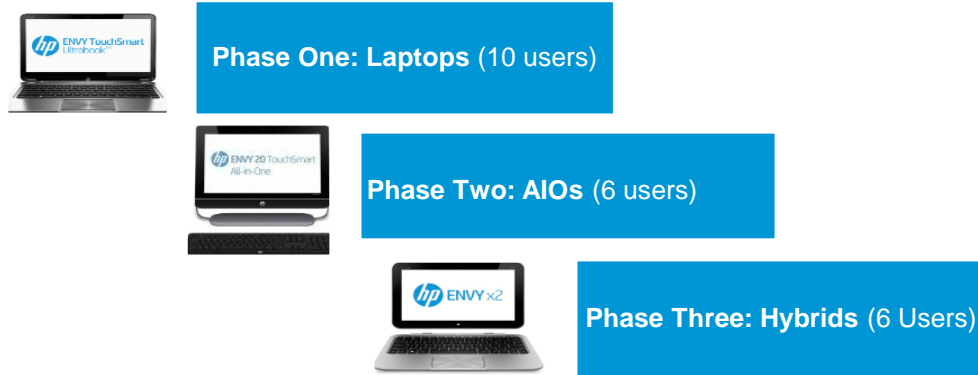
How can we improve our own products and experiences?

- Should we have touch on laptops?

What information can we give back to MS to improve the Win8 experience?

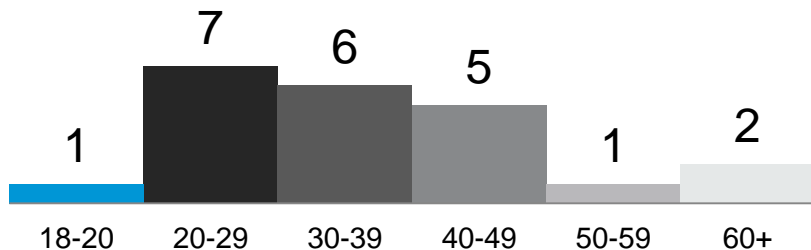


3 Phase Procedure

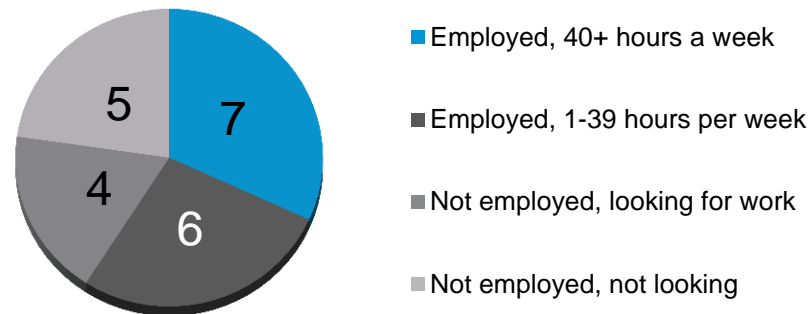


Demographics

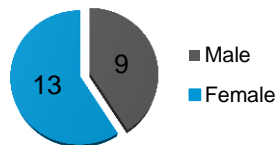
Age



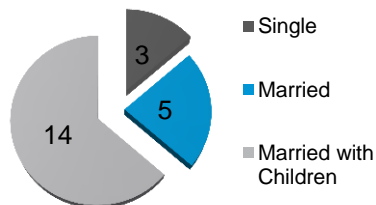
Level of Employment



Gender



Marital Status



Screening Criteria

- Have not used Windows 8
- Purchase intenders
- Like to try new technology
- Willing to problem solve
- Single, Married, and Family
- People that do several activities daily (Facebook, email, movies, Word, etc)
- Willing to let researchers come into home
- Willing to use a new machine for majority of computer tasks
- Willing to record video, take pictures, and answer questions every few days
- Can use Apple but not primarily Apple



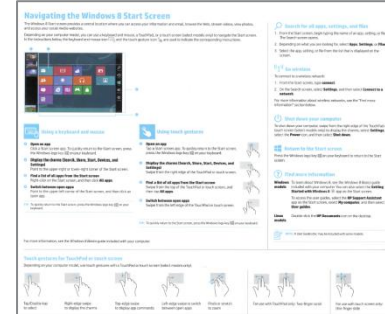
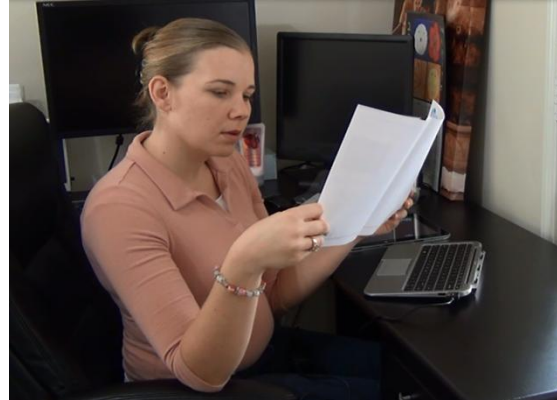
Out of Box Experience

Documentation

- Most participants looked at documentation either prior to turning on the unit or while setting it up
- This is a departure from observed behavior in prior research
- Once users found the setup poster, the Windows 8 Basics booklet was either left in the box or set aside
 - This may be do to users preferring quick and simple instructions found on setup poster or perceiving the booklet as warranty information
- For the AiOs, users didn't find the documentation

Key Takeaway:

Win 8 has caused an increased reliance on documentation, so it is critical that we address new features and interactions.



Out of Box Experience

Power Button - AiO

- Most of the participants had difficulty finding the power button and didn't refer to the setup booklet
- Half of participants hit optical drive eject button thinking it was the power button
 - Other places participants looked were the back and the sides of the AIO as well as the HP Logo in the front of the unit

Key Takeaway:

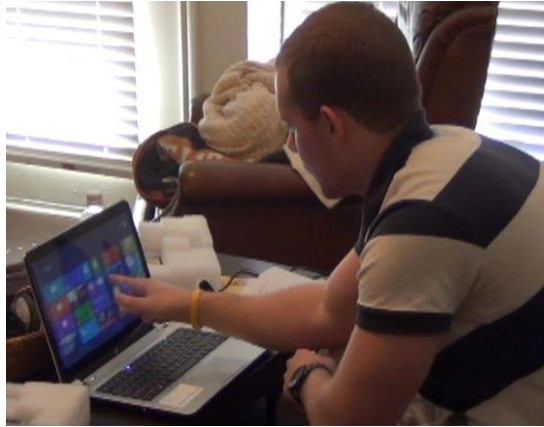
The AiO has a booklet but it was overlooked by most. The setup poster proved more effective helping users.



Out of Box Experience

Oobe Indirect/Direct Touch

- Hybrid - most people relied on touch
- Touch laptop – mixed responses
- AIO - people more geared to using a mouse

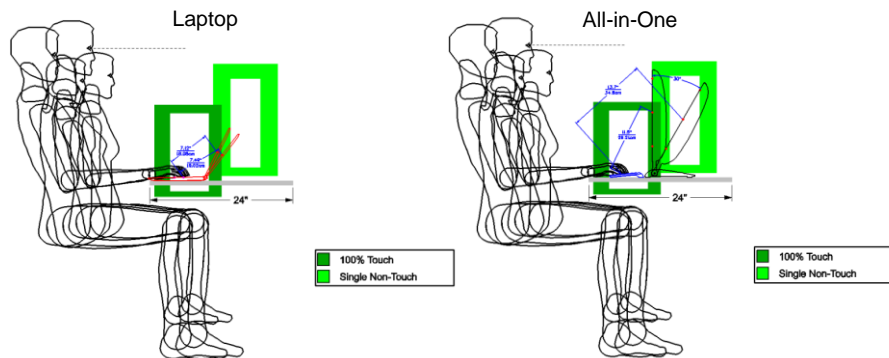


Windows 8 Touch Use

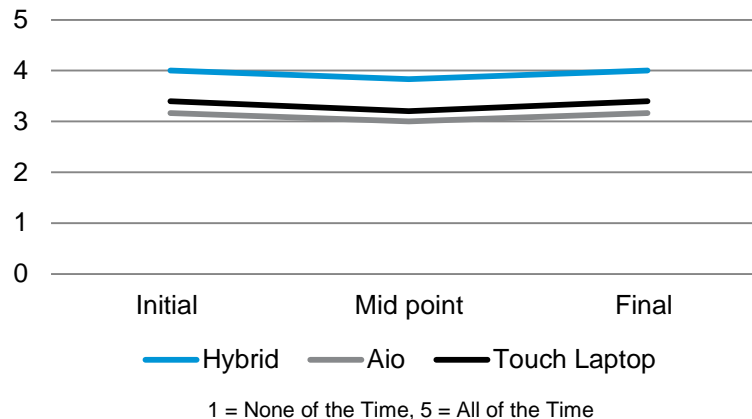
Touch Use

- Users estimate they use touch at least half of the time or more on all touch devices.
- Touch is used more with the hybrid followed by the touch laptop, and then the AIO
- Touch is used primarily for consumption tasks including web surfing and games, but is also used by some to navigate in Office products.

Prior Research

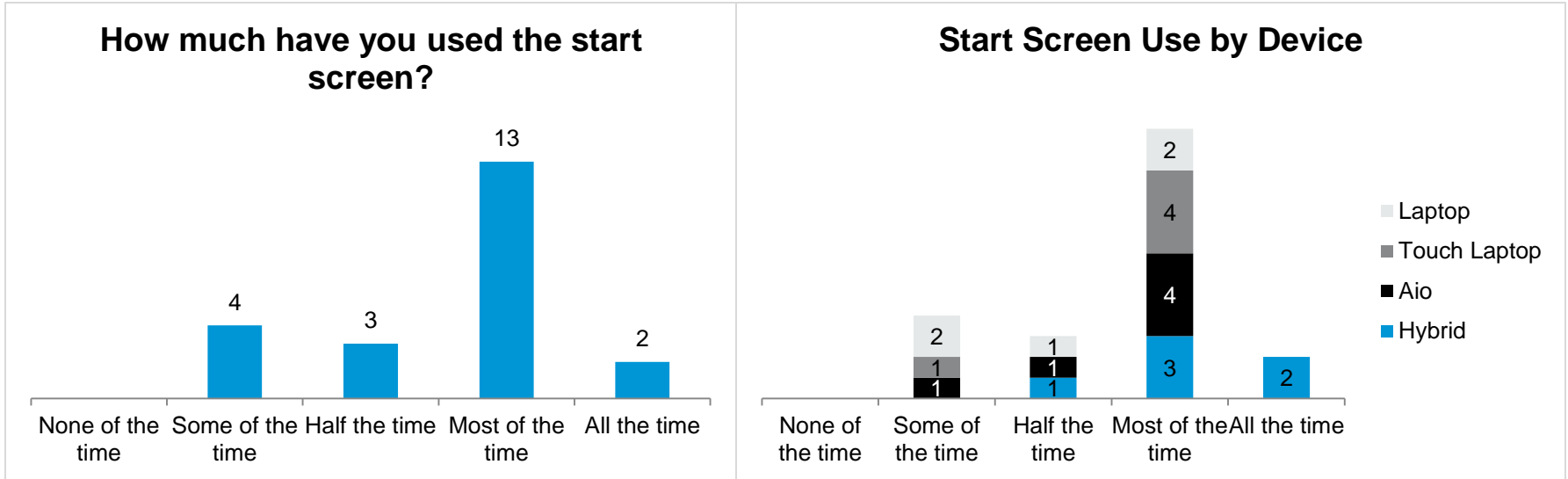


Touch Use by Device



Findings match prior research on adjustability zones where participants used touch more on laptops than AiOs because AiOs are further from the body which discourages touch input.

Windows 8 Start Screen Usage



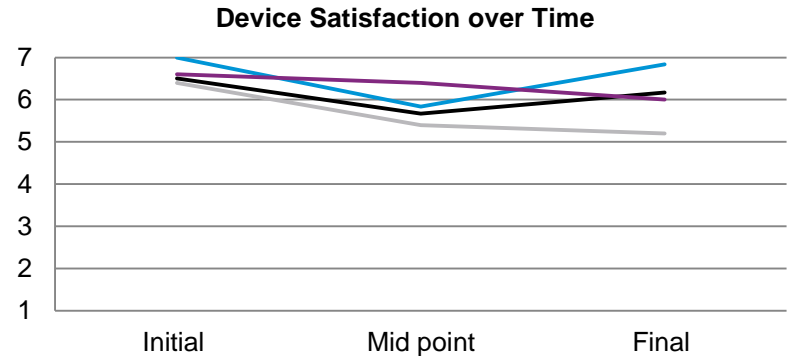
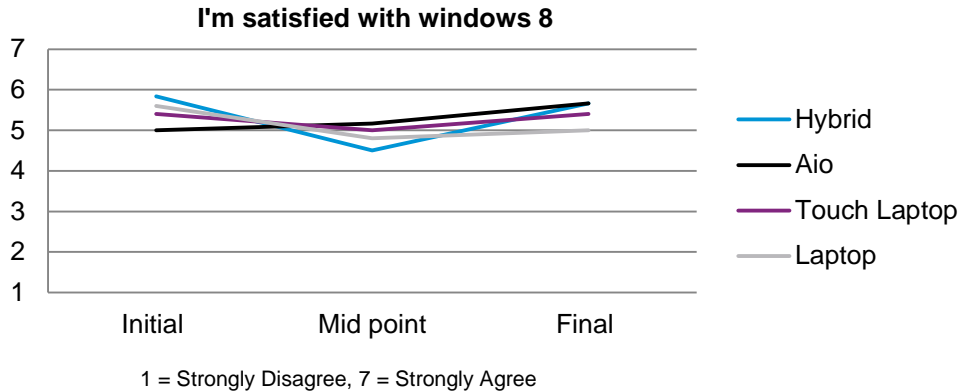
Across devices the majority of participants used the start screen most of the time

Participants used the start screen more on the Hybrid followed by the touch laptop and AIO. Participants seemed to use the start screen less on the laptop.



Windows 8 Satisfaction Over Time

Overall, there is a learning curve and despite some major pain points the data show that over time Windows 8 satisfaction returns to initial levels.



Devices that users kept:

Hybrid	Touch Laptop	AIO	Laptop
5 of 6	3 of 5	1 of 6	0 of 5

Key Takeaway

Although small, the trend above may indicate a difference in satisfaction between the touch and non touch users. This would match the qualitative data which suggests that touch capability seems to improve the user experience and is a nice to have.



Summary

How important is touch in the Win8 experience?

- Satisfaction was higher for touch users.

With Win8 touch devices, when and how is touch used?

- Users estimate they use touch at least half of the time or more on all touch devices.
- Touch is used more with the hybrid followed by the touch laptop, and then the AIO
- Across devices the majority of participants used the start screen most of the time

Over time, beyond initial OOBE and setup, what are the struggles with Win8, how steep is the learning curve?

- Several pain points were discovered
- Windows 8 pain points were agnostic of device type

What can HP do to enhance the Windows 8 experience.

- Continue to provide quick and simple Windows 8 documentation

How can we improve our own products and experiences?

- Because touch does seem to provide a better user experience consider touch on Windows 8 devices
- The hybrid was the most popular device in the study because of it's dual nature – continue to provide similar products
- AiOs with touch should be adjustable to facilitate ease of touchscreen interaction



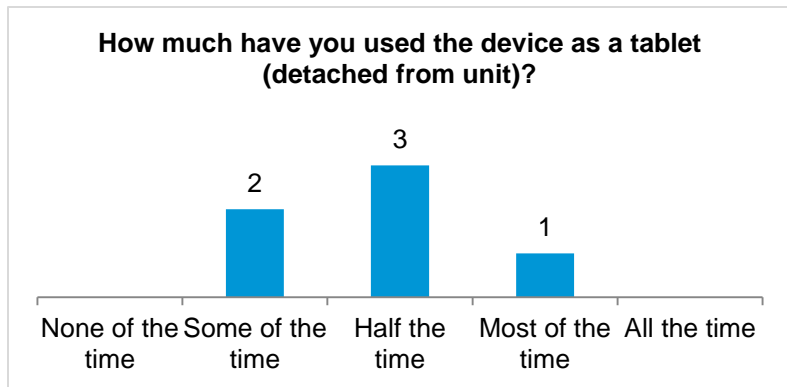
Thank you



Appendix



Hybrid Usage and Impressions



Users reported using the device as a tablet about half the time or less.

I consider the device provided to me as a:



	Neutral	Somewhat Agree	Agree	Strongly Agree	Agree Total
The hybrid meets my laptop needs		1	2	3	6
The hybrid meets my tablet needs			2	4	6
I would replace my laptop with the hybrid		1	1	4	6
I would replace my tablet with the hybrid	1		4	1	5

Users overwhelmingly agreed that the hybrid meets both tablet and laptop needs. They also view the hybrid as a replacement for both laptops and tablets

“It’s a combo! Two in one deal because when you look at it you view it as a laptop, but it converts into a tablet.”

“I like the hybrid idea. I think that HP has found a great balance...it is a perfect size not to be too small as a laptop or too big as a tablet.”

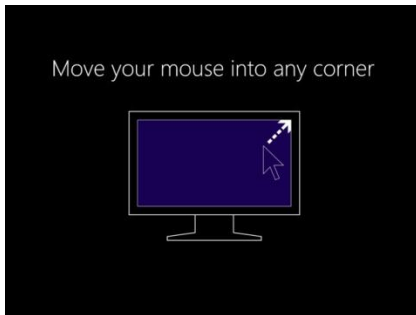


Windows 8 Pain Points

Charms Intro Tutorial Video

Users thought that the video was instructing them to access the charms menu at that time.

- “It seemed like it was asking me to do that before I could move on to the next step”
- “I would like the video to be right before the desktop pops up”



[Video](#)

Windows 8 Initial Acclimation

Users feel that basic features and navigation require a lot more learning than they would like.

- “Took a week to figure out navigation (gestures).”
- “The learning curve is too big”
- “Not easy to navigate. Wasn’t as straight forward as I thought it would be”



Shutting down in Windows

Shutdown button is found under settings which breaks hierarchical convention.

- “I did have trouble finding the shutdown” button. I did however after a few minutes, locate it under the setting.
- “It’s not intuitively placed in my opinion. I had to use the search to find it the first time. I don’t know why they put it in settings. When I think settings, I think of SETTINGS. I feel they should pull it out and make it its own category on the system bar.”

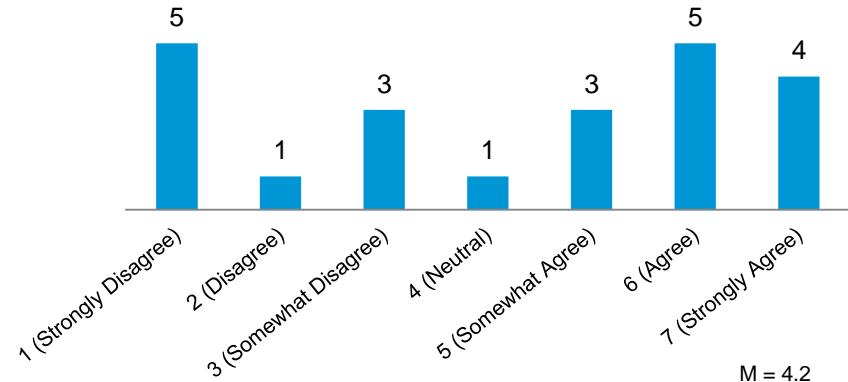
Windows 8 Pain Points

Closing Apps

Closing apps is not easy to discover and elicited frustration in most users. It's also not efficient with no option to select all open apps and close them at once.

- “This was by far the most frustrating action I had to learn. It took me four days to get it to where I could consistently close apps on the first try.”
- “I have looked several places and have been unable to find how to close apps”
- “The system seemed to be run slower when several apps were open. It was hard to figure out how to close them and then annoying to have to close them one at a time.”
- “I had a hard time closing the apps. Want to be able to kill those apps”

Closing apps in Windows 8 is easy



The preferences are along the same lines as what was found in the user comments indicating that closing apps is a major pain point for users.

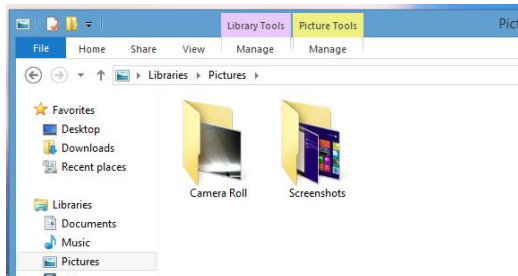


Windows 8 Pain Points

File Location Confusion

After recording a video with the camera app, the video file is saved in the pictures folder.

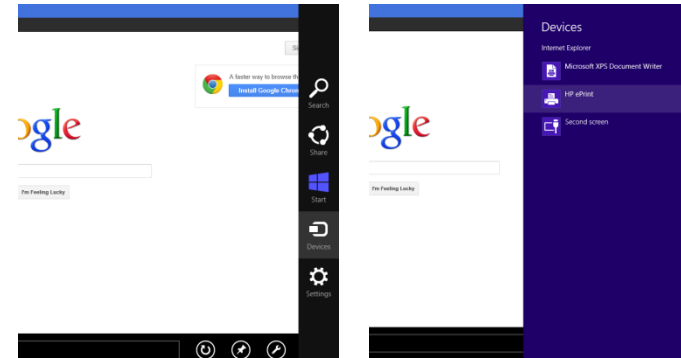
- “After I recorded a video, it took me about 10 minutes to discover that the file is stored in the pictures folder!! This makes no sense. Shouldn't video files be stored in the videos folder?”



Printing

In the PDF Reader app and the IE app users expected to see a print button in the app controls. Instead most users resorted to using Ctrl + P to print. Print is found under devices in the charms menu but this was not discovered.

- “The only way I have figured out how to print is by using control +P... which is a little frustrating.”
- “I cannot find how to print from Internet Explorer app. Even when I down swipe to get the address bar and tabs I don't see a menu where I can select print.”



Windows 8 Pain Points

Favorites

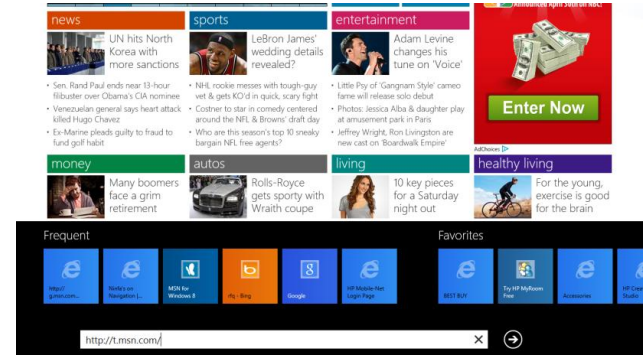
Favorite websites are hard to find initially in the IE app – favorites are not displayed until the search bar is clicked.

- “No idea how you're supposed to get to favorites really, but I stumbled on it by accident eventually by clicking in the address bar when I was preparing to type an address.”

Organization of Favorites

No file-like structure for favorite bookmarks in IE app – problematic for users who have several favorite pages and need to organize favorites.

- “It didn't seem like I could create folders or groups within the favs list. This would be incredibly bad if you're someone like me who has a ton of links they save and categorize. It would be a nightmare having to pan through the literally hundreds of links I have. This is probably a deal-killer for me for using IE start menu version.”
- “I want to be able to organize favorites into folders which I do regularly by categories on my personal computer.”

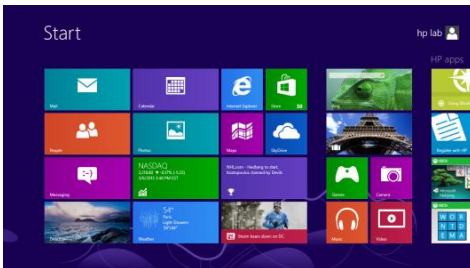


Windows 8 Delighters

Start Screen

Users really liked the start screen because of the overall look and feel, quick accessibility of the apps, and the customization options.

- “I liked the different apps on the start screen. Real easy to use to find things”
- “ I liked the overall design and tile concept.”



Pinning Apps

Pinning apps and websites to the start screen seemed to resonate with users.

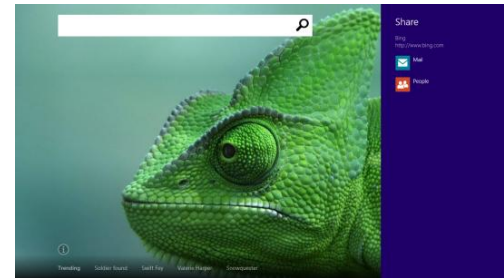
- “Easy access to apps that I use. Like the options of having on the screen what you use the most.”
- “Like pinning favorite websites”



Share Feature

Users felt the share button allowed them to share websites quickly and easily, although less than half of the users were aware of the feature.

- “I really like this feature. I am always finding things I like to share with others online and this feature makes that so easy.”
- “This share option is fabulous!!!!”

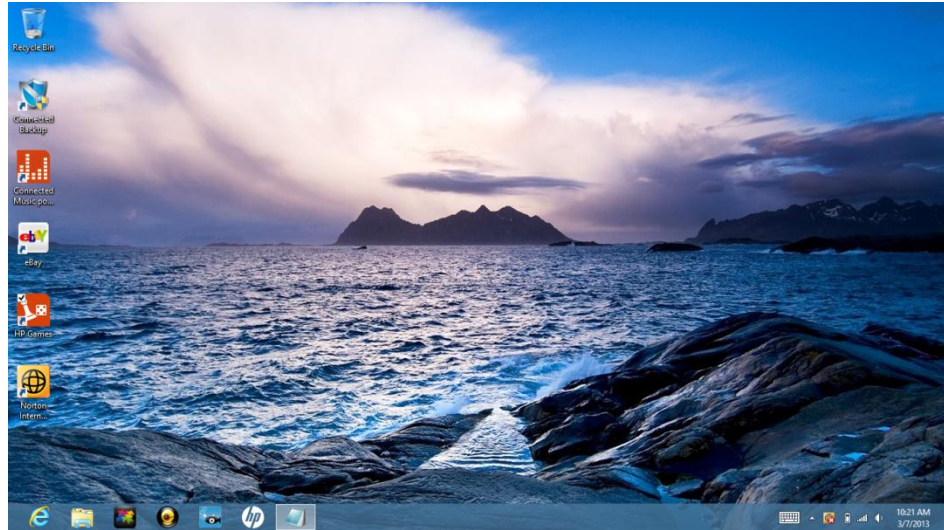


Windows 8 Desktop Mode

Desktop Mode

Users felt the desktop mode eased the transition to Windows 8 and provided a sense of familiarity and comfort.

- “I use it mostly for a sense of comfort.”
- “I have resorted to that quite a bit, as that is the interface with which I am most familiar and comfortable.”
- “Liked the fact that I could still get to the familiar look/feel.”
- “I like windows 8 so far but appreciate having the desktop mode while I learn and transition to windows 8.”
- “Frankly, it saved me on several occasions when I couldn't otherwise find what or where I needed to go.”



HP Getting Started with Windows 8 App

About a third of the users utilized the app and most thought it was helpful

	Yes	No
Have you used the HP Get to Know Windows 8 app?	8	14
<ul style="list-style-type: none">“I have had to use this a lot in the beginning so I could figure out how to use the tablet.”“There were a lot of other apps available, that I just passed it by without thinking about it.”		
Was the app helpful?	21	1
<ul style="list-style-type: none">“I like that it gives you the option to read and watch the videos.”“Had I known it was there I would have looked at it when I first got the computer.”“It was helpful. I think there were too many options of what to go in to. It needs to be simplified.”		

Recommendations: Improve discoverability by increasing the text size on the tile and adding a symbol/image that is more effective at conveying what the app is.



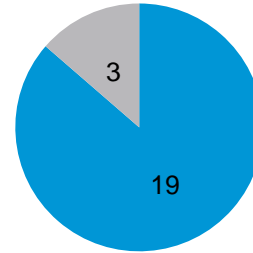
About two thirds of the participants that didn't use the app reported not needing help with Windows and about a third reported not seeing the tile.



Apps/Tasks Usage

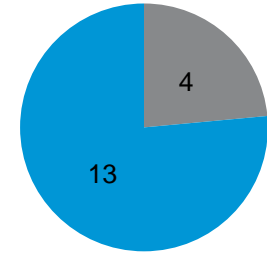


Have you used Office 2013?



■ Yes ■ No

Input Method for Office 2013?



■ Touch ■ Cursor

Comments

Users felt that Office 2013 is the same as previous versions but with an updated look.

- “Layout was very similar to 2010, just a facelift.”
- “This looks enough and acts like 2010 that this was easy to use.”

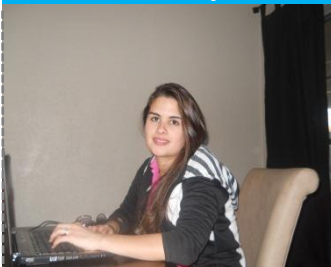
Users also preferred using the cursor over touch.

- “Its the fastest most accurate way.”
- “The links and tabs are smaller than my finger- it makes sense to click rather than touch and worry about getting the wrong option with my finger.”



Touch Laptop: Envy 4-1115dx

Brandy



Lifestage

21, Manager

Level of Education

3 years of college

Location

Pasadena, TX

Technology Services Used

Facebook, Instagram

Biggest Passion

“My biggest passion in life is learning and has been ever since I started school.”

JD



Lifestage

40, Retired

Level of Education

1 year of college

Location

Houston, TX

Technology Services Used

Dropbox, Pandora

Biggest Passion

“My passion is my kids then family and friends and the great outdoors”

Michael



Lifestage

55, Business
Continuity/Disaster
Recovery Admin

Level of Education

Completed Graduate School

Location

Tomball, TX

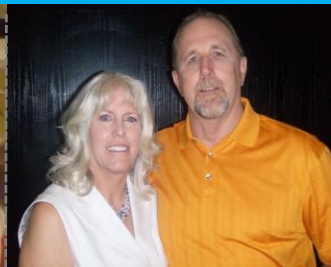
Technology Services Used

Facebook, Twitter, Netflix
Pinterest, Gmail

Biggest Passion

“My family, and learning. I'm always learning something new.”

Steve



Lifestage

60, Product Manager

Level of Education

Graduated from college

Location

Tomball, TX

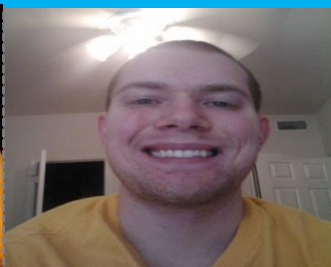
Technology Services Used

Facebook

Biggest Passion

“staying current with the technologies at a user level to stay in contact with family/friends”

Ian



Lifestage

24, Developer/Systems
Analyst

Level of Education

Graduated from college

Location

Pasadena, TX

Technology Services Used

Facebook, Netflix, ESPN
Radio, Tuneln

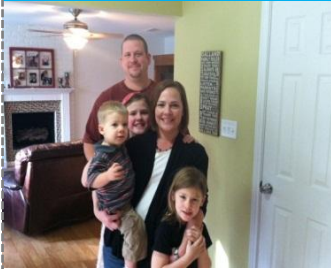
Biggest Passion

“My biggest passion in life is sports. I grew up playing sports.”



Non-Touch Laptop: Envy 6z-1100 and Envy 4

Erin G.



Lifestage

34, Part-time admin/Full-time student

Level of Education

3 years of college

Location

Houston, TX

Technology Services Used

Facebook, Fitness apps, Pinterest, games

Biggest Passion

“Starting with my family first, and working in education second.”

Tanya



Lifestage

23, Student

Level of Education

Graduated from college

Location

Katy, TX

Technology Services Used

Facebook, Instagram, Netflix, Yelp, Spotify

Biggest Passion

“traveling and helping people because both allow for personal growth”

Emma



Lifestage

22, Self-Employed

Level of Education

Graduated from college

Location

Tomball, TX

Technology Services Used

Facebook, Instagram, Netflix, Twitter, games

Biggest Passion

“I love designing and creating artwork, sewing, painting, and drawing”

Erin E.



Lifestage

38, Home Manager

Level of Education

Completed Graduate School

Location

Tomball, TX

Technology Services Used

Facebook; Google Gmail, Drive, Calendar; LinkedIn; Shutterfly; MailChimp; Mint; Audible; LearnIT

Biggest Passion

“besides taking care of my family, my biggest passion is organizing”

Maria



Lifestage

29, Opera Singer/Performing Artist and Music teacher

Level of Education

Graduated from college

Location

Tomball, TX

Technology Services Used

Facebook, Netflix, Pandora, Spotify, Skype, Smartboard

Biggest Passion

“My passion is stage performing because of the ability to recreate a powerful story”



All-in-One: Envy TS 20t

Kayla



Lifestage

24, Domestic Engineer,
Piano Teacher

Level of Education

Graduated from college

Location

Cypress, TX

Technology Services Used

Facebook, Gmail,
Pinterest, Good-Reads,
Blogger, Hulu, Youtube,
Google Maps

Biggest Passion

*“Creating a healthy,
educational, and loving
atmosphere for my
children.”*

Chris



Lifestage

31, Visual Designer

Level of Education

Graduated from college

Location

Houston, TX

Technology Services Used

Facebook, Netflix, Google
Docs/Drive, Dropbox, Box
Biggest Passion

*“I am exceptionally
passionate about the art
and science behind visual
communication”*

Christy



Lifestage

38, Stay-at-home Mom

Level of Education

2 years of college

Location

Cypress, TX

Technology Services Used

Facebook, FindmyFriends,
FoxNews, AmazonKindle,
LDSTools, and MANY,
MANY kids' games:)

Biggest Passion

*“I absolutely love
traveling with my family.”*

Brian R.



Lifestage

43, Project Manager

Level of Education

Graduated from college

Location

Tomball, TX

Technology Services Used

Facebook, Mobile
Banking, United App,
YouTube, Evernote, GPS

Biggest Passion

*“Be with my family,
because they are what
bring me joy.”*

Ken



Lifestage

61, Own-business

Level of Education

Some graduate school

Location

Tomball, TX

Technology Services Used

Facebook, Twitter, Netflix,
EverNote, Navigation,
Kayak, DropBox

Biggest Passion

*“To provide technology
solutions to my clients
that save them time and
money.”*

Woodrow



Lifestage

48, US Customs Officer

Level of Education

2 years of college

Location

Cypress, TX

Technology Services Used

Facebook, Twitter, Netflix,
Amazon Prime, Hulu
Biggest Passion

*“Golf because I dream of
going on the senior tour.
And I'm good at it.”*



Hybrid

Angela



Lifestage

43, Stay-at-home Mom

Level of Education

2 years of college

Location

La Porte, TX

Technology Services Used

Facebook, Netflix, Amazon, ABCMouse.com

Biggest Passion

“My children are, hands down, my biggest passion in life.”

Tzeitel



Lifestage

31, Stay-at-home Mom

Level of Education

Graduated from college

Location

Houston, TX

Technology Services Used

Facebook, Netflix, Hulu, Groupon, Calendar, Amazon Kindle, Ids.org

Biggest Passion

“Any type of art, I love to create things - anything!”

Karie



Lifestage

41, Photographer

Level of Education

Graduated from High School

Location

Cypress, TX

Technology Services Used

Kindle Reader, Pandora, Skype, Google Maps, and many others

Biggest Passion

“Our family is our first passion because it's the most important.”

Elizabeth



Lifestage

29, Small Business Owner

Level of Education

3 years of college

Location

Tomball, TX

Technology Services Used

Facebook, Instagram, Netflix, Pinterest, Hulu

Biggest Passion

“My biggest passion in life is capturing lasting memories for people through photography.”

Trini



Lifestage

31, Stay-at-home Mom/Graduate Student

Level of Education

Some graduate school

Location

La Porte, TX

Technology Services Used

Twitter, LinkedIn

Biggest Passion

“I enjoy learning and discovering technology... to make life more interesting and quicker!”

Brian H.



Lifestage

20, Realtor

Level of Education

Graduated from high school

Location

Crosby, TX

Technology Services Used

Facebook, Twitter, Netflix, Flicker, Hulu+, Pandora, Soundhound, Skype

Biggest Passion

“My greatest passion in life has to be traveling and photography. They are one to me.”

