

Photo printer ease-of-use research

March–April 2007

More information

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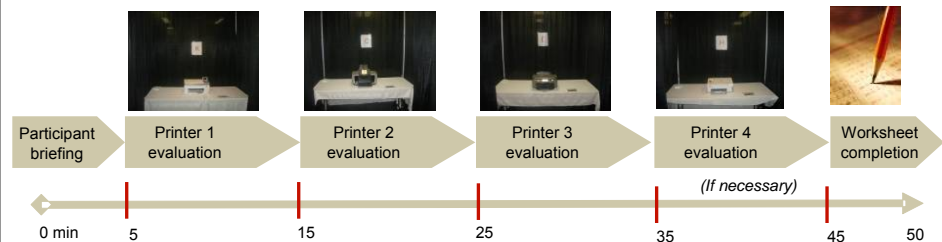
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How we did the research

- The overall objective of the research was to test all-in-one photo printers from major manufacturers for ease of use, speed, and overall perceptions.
- In on-site tests conducted from March–April 2007, consumers were asked to print a photo on each printer from a memory card provided by Doxus and then answer a series of questions based on their experience during the exercise.
- Doxus assessed ease of use of the printers on 3 metrics:
 - Whether consumers were able to print a photo within 10 minutes
 - How long consumers took to print the photo
 - Consumers' reported ease-of-use perceptions of the printers
- Printer viewing order was predetermined to mitigate order bias.

Participant task (quantitative)



- The research was commissioned by HP and conducted by Doxus and its subcontractors.

Canon is a registered trademark of Canon Inc. and/or Canon U.S.A., Inc.
Epson is a registered trademark of Seiko Epson Corp. and/or Epson America, Inc.
HP, Hewlett-Packard and Photosmart are registered trademarks of Hewlett-Packard Company.
Kodak and EasyShare are registered trademarks of Eastman Kodak Company.
All other brands herein are property of their respective owners.

Who participated

- A total of 455 digital camera owners between the ages of 18 and 65 participated in the research.
- Primary screening criteria included:
 - Passes screening for sensitive/competitive employment.
 - Prints at least 5 prints from digital photos s/he has taken using a digital camera in a typical month.
 - Does not regularly print photos directly to a printer.
 - Has not participated in any consumer electronics-related qualitative research in the past 6 months.
- Split among males and females—as shown below.

Location (dates)	St. Louis, MO & Portland, OR (19–21 March & 18–19 April)	Guangzhou, China (17–19 April)	Southend, England (14–17 April)	Total
Females	78	74	77	229
Males	75	76	75	226
Total observations	153	150	152	455

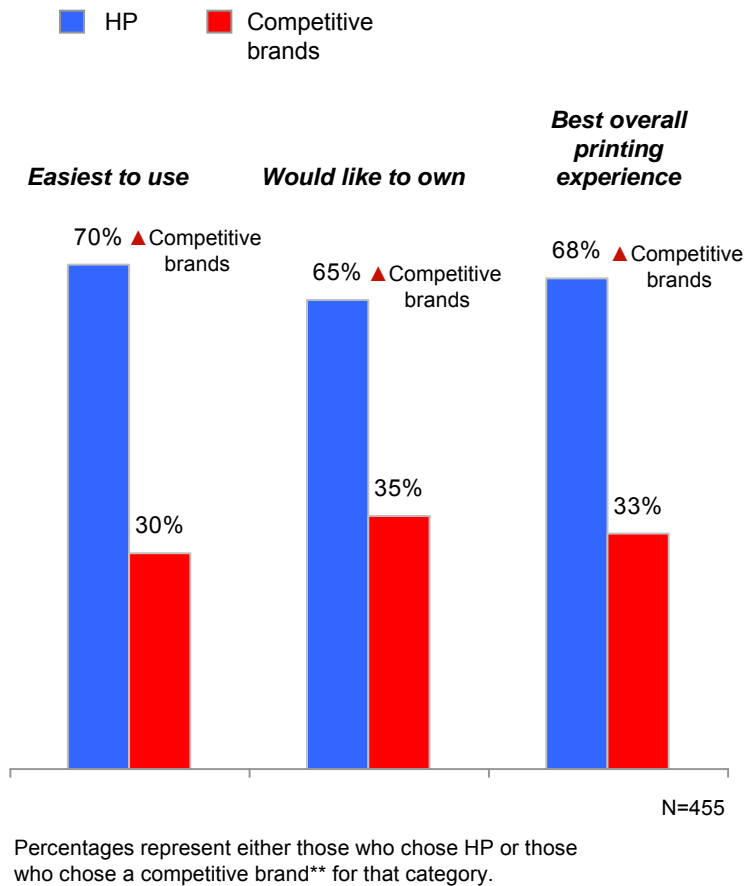
What printers were tested

 invent Photosmart C8180	 MP810	 Stylus Photo RX580	 EasyShare 5300*
			

Notes:

- Asterisked device was not shown in China.
- Some model numbers vary by country.
- HP printers, ink and paper were provided by HP.
- All competitive printers, ink and paper were obtained from local retailers, purchased by Doxus.
- All printers were tested using manufacturer-recommended ink and paper in default print mode.
- The HP Photosmart C8180 all-in-one was tested as a proxy for both the HP Photosmart D7260 and D7460 printers which have the same user interface for photo printing.

HP wins worldwide for ease of use, preference and best overall experience




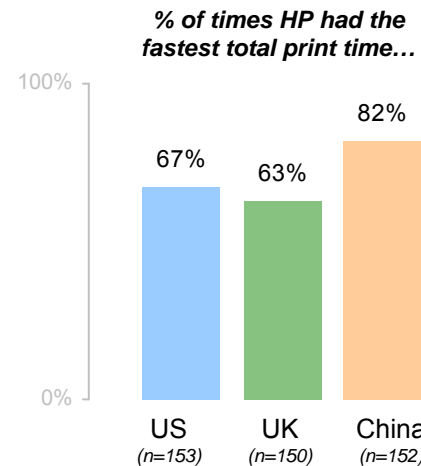
Statistically significant differences highlighted in the following manner: any time a ▲ appears next to a result, it means that the value is significantly higher than the value for the identified segment at a 95% confidence level.

Base: All digital camera owners * Not tested in China **Competitive brands include Canon, Epson and Kodak* ^ Failure to print within 10 minutes

Digital camera owners print faster on HP

- Digital camera owners print a digital photo significantly faster on HP's Photosmart C8180 compared to the competitive brands' average.
- HP's average margin of victory (in mean print time excluding failures) is 1 minute 44 seconds.

	 invent Photosmart C8180	Competitive brands' ** average
	Excludes failures^	Excludes failures^
Total print time (n=402)	2:19 ▲ Competitive brands	4:03



- Digital camera owners print faster with HP's Photosmart C8180 printer than with competitive printers 67% of the time in the US, 63% in the UK and 82% in China.

Contact

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