From: Bill Veghte
Sent: Thursday, January 08, 1998 8:13 AM
To: Alec Saunders; Jonathan Roberts; Mikael Sandberg
Subject: RE: browser focus group summary

Agree on the second point . AOL for example installs a AOL ppp mac so the thing is pretty much welded on your system Still skeptical about online service numbers unless the OEM numbers are glopped in there Let me be more specific. I buy a new PC and want to get connected to the Internet. As a result, I sign up for AOL by going to Online Services Folder or ICW. Is that a function of Windows preinstallation or online service? In this context, I would say it is a function of Windows because this *a bundle deal with Windows* not AOL out drumming up business with direct mail pieces This is an important distinction when we think about how our browser share is generated We should understand how that number was generated.

-----Original Message-----
From: **Alec Saunders**
Sent: Wednesday, January 07, 1998 11:11 PM
To: Bill Veghte; Jonathan Roberts; Mikael Sandberg
Subject: RE: browser focus group summary

Actually, if you consider that most people are getting a packaged deal from their online service provider, then it makes sense. I'll bet AOL customers (a) don't know that they are using IE and (b) wouldn't know how to change it if they wanted to

-----Original Message-----
From: Bill Veghte
Sent: Monday, January 05, 1998 8:15 AM
To: Jonathan Roberts; Mikael Sandberg; Alec Saunders
Subject: RE: browser focus group summary

Wow. I am surprised that downloads and computer purchase are tied and that online services is the highest percentage way of obtaining a browser

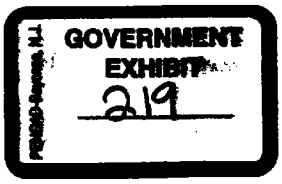
-----Original Message-----
From: **Jonathan Roberts**
Sent: Sunday, January 04, 1998 5:32 PM
To: Bill Veghte; Mikael Sandberg; Alec Saunders
Subject: RE: browser focus group summary

here you go.

Data gathered in Oct/Nov 97
Q6 Where did you obtain the browser?
25% Came with Subscription to AOL/CompuServe/Prodigy etc.
22 Got it at work/school
20 Came with my computer
19 Downloaded it
4 Came in the mail or in a magazine
2 Retail store
1 Gift/friend/relative/co-worker
<1 Other
6 Don't know

This distribution leads me to believe we are better off with a tighter tie to Windows. The only thing that requires independent branding is retail or magazine, and that simply doesn't matter.

Jonathan



-----Original Message-----
From: Bill Veghte
Sent: Friday, January 02, 1998 9:04 AM
To: Jonathan Roberts; Mikael Sandberg; Alec Saunders
Subject: RE: browser focus group summary

Absolutely... The one piece of data that would be really interesting to understand is what the breakdown of where IE marketshare gains are coming from. My guess is that it is based primarily on Windows retail

business Windows OEM business and deals like the AOL one not the stand-alone retail product

This reminds me a lot of the debate we had in the early 90s about how to communicate the benefits of Office vis-à-vis the apps Is the best way to market Office on the basis of best stand-alone apps or on the basis of the synergy

-----Original Message-----
From: **Jonathan Roberts**
Sent: Thursday, January 01, 1998 10 42 AM
To: Mikael Sandberg; Bill Veghte, Alec Saunders
Subject: FW: browser focus group summary

not sure you guys had seen this Very interesting. Certainly argues IE should be more tightly connected with our efforts

-----Original Message-----
From: Brian Hall
Sent: Monday November 24 1997 10 59 AM
To: Jonathan Roberts, Bob Foulon
Cc: Yusuf Mehdi Lora Shiner Kumar Mehta, Robert Bennett
Subject: browser focus group summary

here's the report from the focus groups that we did If you want to meet to discuss or look at tapes I'd be glad to.

Lora Shiner, Kumar Mehta, Kim Akers, Vinay Kumar, and I organized and attended focus groups in LA on late October. Three groups were done, one each of IE 4 users, Navigator 4 users, and IS managers who have used both 4 0 browsers All subjects had been using the Web an above-average amount, had downloaded at least 2 browsers in the past, and were IEU's by all of our definitions

Purpose: discover key EU issues to use in IE 4 sustaining marketing and for IE 5 planning. IS recommendations from these groups to be incorporated by VinayK.

Key take-aways and interpretations (quotes in red, IE 4 Action in blue, IE 5 recommendation in green):

- Users are not recognizing the full value of IE - still see it as merely a browser in the tradition of earlier versions. Integration with OS, email, conferencing, etc is still not well recognized or understood. People talked about how important e-mail was and were extremely interested in NetMeeting potential, but there was very little user activity associated with IE as a "suite". Vinay's OCU focus group members claimed that (Note that research done just 2 weeks after IE launch)
  - "any moron can use a browser,"
  - "We have 300 users and if they were without the web tomorrow most wouldn't care. But if they were without e-mail it would be a big issue"
  - If we are going to drive email share, we need to make OE and Outlook more immediately visible as KEY aspects of IE's value proposition for end users and corps, respectively
  - On the corp side, need to have a solution/benefit focus rather than features. Corps are still looking at a browser as only for looking at HTML pages and not building upon it. The increased flow of information that can be accomplished with Active Desktop and channels is conspicuously overlooked
- Feature/benefit discoverability is a real weakness - many IE users didn't know about key features If they are aware, some still feel that it takes too long to figure out and start using the features. Even something as basic as mail integration was missed - none of the users accessed email through the mail icon on the toolbar (and assumedly didn't know that you can choose to have any email product launch from the button).
  - "If they add a feature that would be awesome but you have to spend an hour to figure it out - then you have to juggle between spending the time figuring it out or being on the web"
  - Identify the most important/compelling features and ensure that they are easily discoverable (first-use or task orientation?)
  - Include access to mail, news, and other integrated products from the default start page - MSN users went to MSN page to click "check mail" option
- Users loved the idea of channels, subscriptions, WDU and AD, but either did not know they existed or hadn't tried them(note again that this was 2 weeks after launch)
  - Increase users' sense of control: perception is very important. Seamless good, but don't conceal.
  - Let them decide off-the-bat on things like how long keep cache, history - don't like MS assuming and then expecting them to be able to change (e.g. populating favorites with my docs, links, and channels).Clearly need some clever way to keep from being too confusing, though
    - "when I first installed it it imported my favorites from the last time, but it also brought in

things from my local hard drive like documents that I had opened recently, and other stuff that aren't really my favorites I didn't tell it they were my favorites I didn't like that"
- Ask for what speed connection they are using and then say optimizing browser for them - simple thing conveys personalization where important
- Make very apparent when on Web and when local. This is another control issue that is currently intimidating.
  - "better explain what the active desktop is and why we need it. I knew why I thought I didn't want it I didn't want something that was going to automatically go on (the Web) with out my ok... why do we need to see local files through our web browser? It's like a whole other version of windows explorer in a web browser Need one or the other, don't need both"
- Version numbers matter "I upgraded because 4 0 must be better than 3 0" even when can't express improvements Faith that higher number means appreciably improved upon
  - Upgrade opportunity is from Netscape's version 3 users (the Communicator users were very entrenched and wary of IE even while they praised it as having better features)
  - We are very vulnerable to an early Nav. 5 release.
- IE is not considered cross-platform product This was described as being due to incomplete offering (certain Unix flavors), feature disparity between platforms, and obvious Win32 focus due to timing, marketing focus, and Microsoft's general position Win32 browser qualities are reflected on to other platform version in users' minds.
  - "they're saying they have it designed for the 3 1 with 8 MB RAM, that aint' happening Way too small Whenever they say that you've got to double it."
  - Simultaneous shipping would satisfy the main objection of timing and satisfy the "version number" problem, especially if there is a core "browser" functionality that is same for all platforms
  - The desire is for one core browser' with similar UI and same content and feature support across platforms OS enhancements, special new features should be secondary add-ons. (this is forcefully apparent in education market - taking advantage of OS's is great after this accomplished)
- (IS managers) IE 4 is a great product for power-users, not for average user. Our usability comparison test suggested that IE 4 is actually a lot harder to use for basic tasks than IE 3: "not vastly easier - pretty easy in the last one." This appears to be a result of added functionality confusing people
  - "if they got rid of some of those it would be faster and for a new user that's just going to be overwhelming" it's just like "oh my gosh, I just know how to use favorites, I'm not going to touch anything else"
  - "There's stuff that's really important and then along side it there's some fluff"
  - "There's more than the average user wants and more than I want to support
- focus on ability to customize the distributable and manage with IEAK
- focus on core feature usability, user ed.
- Many **misperceptions** that we should be either educating against or taking advantage of:
  - "there's so much, that's the problem, and that's the challenge for you folks - really get us educated so that we use the product to the best extent possible."
    - Windows Explorer and IE are perceived as redundant - why have both if IE is browsing hard-drive? ("why do we need to see local files through our web browser? It's like a whole other version of windows explorer in a web browser. Need one or the other, don't need both")
    - Search engine = browser (feature recommendations often engine recommendations)
    - History = cache, so all the URLs saved means wasted space on drive (even though most influential product description is "fastest" or speed related). Participants showed concern over disk space, speed, and perceived loss of control: "it holds down your memory space, it takes up space. Should only stay for a day, after that it's ancient history I would just do the length of time I was on that session. ... When you log off, flush. Empty when it logs off - that would be the slickest"
    - thought that could only use NetMeeting if use IE
  - For end users, educate while advertising - search pane, active desktop components things many people want but don't know exist, and may not know benefit. (Stress complete solutions for corp)
  - Consistent strategy with use of windows - simple integration needs to be done so that no confusion between roles of Windows Explorer and Internet Explorer, and we need to be consistent with windows use (e.g. "organize favorites" isn't like IE <u>or</u> Windows Explorer).

Usage profile
- favorites and search engines were extensively used (even though search engine and browser roles were conflated).
- Despite universal favorite usage, organization or management of favorites was extremely minimal.
- Despite engine usage, the role of engines and browser misunderstood - some browser recommendations were really search engine recommendations
- Speed was really important to them (whether due to the browser or connection) - note they were using dial-up. "speed up is most important - I'd get anything that was faster"

- Even though these are particularly web-savvy users they were not likely to do some tasks we take for granted some had trouble sending a Web page from within the browser not likely to customize start page or web pages
- Links buttons unused
- The main reason IE users cited for using IE was aesthetics. it "looks better" and more "sleek" or "elegant"
- Several users said they use Web for "research." When researching, they either save sites as favorites or print the pages. then combine in word processor (or just cut and paste into one document). Providing a better way to incorporate Web data into office apps would be helpful.

Here is the full report from TRG.

<< File TRG - IE5 planning report.doc >>

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feel free to contact me with questions
Brian

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