

Selecting Digital Camera Product Attributes

LAB ID#: _____

Thank you for agreeing to participate in this study to better understand what customers look for when buying a digital camera. This survey has three sections. There are no correct or incorrect answers. By participating in this survey, you will help develop better tools for engineers designing cameras and better websites for customers seeking to buy a digital camera. The survey should take no more than 10 minutes to complete.

Again, thank you for your participation!

Imagine that you are about to buy a new digital camera. What camera attributes would you like to know about?

	Does not matter at all or Do not know what this is						Critical! Would not purchase without first knowing this
Price	1	2	3	4	5	6	7
Resolution (e.g. 3MP, 4MP, 5MP)	1	2	3	4	5	6	7
Camera type (e.g. Digital SLR, point-and-shoot)	1	2	3	4	5	6	7
Shutter delay	1	2	3	4	5	6	7
ZOOM	1	2	3	4	5	6	7
Amount of optical zoom magnification (e.g. 2x, 4x, 6x)	1	2	3	4	5	6	7
Amount of digital zoom magnification (e.g. 2x, 4x, 6x)	1	2	3	4	5	6	7
Wide-angle zoom	1	2	3	4	5	6	7
FLASH	1	2	3	4	5	6	7
Built-in flash	1	2	3	4	5	6	7
External flash mount	1	2	3	4	5	6	7
Flash modes (e.g. flash-override, red-eye reduction)	1	2	3	4	5	6	7
Flash range	1	2	3	4	5	6	7
PICTURE ADJUSTMENT	1	2	3	4	5	6	7
Image stabilization	1	2	3	4	5	6	7
Automatic white balance	1	2	3	4	5	6	7
Shutter speed (min and max)	1	2	3	4	5	6	7
Shot modes (e.g. action, outdoor, portrait)	1	2	3	4	5	6	7
Time-lapse capability	1	2	3	4	5	6	7
MANUAL SETTINGS	1	2	3	4	5	6	7
Manual focus	1	2	3	4	5	6	7
Manual shutter priority	1	2	3	4	5	6	7
Aperture priority	1	2	3	4	5	6	7
Light sensitivity	1	2	3	4	5	6	7
Exposure compensation	1	2	3	4	5	6	7
Light-metering	1	2	3	4	5	6	7
	1	2	3	4	5	6	7

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VIDEO/AUDIO	1	2	3	4	5	6	7
Video-movie resolution	1	2	3	4	5	6	7
Frames-per-second	1	2	3	4	5	6	7
Video output	1	2	3	4	5	6	7
Audio recording	1	2	3	4	5	6	7
Music playback	1	2	3	4	5	6	7
Length (amount) of video storage	1	2	3	4	5	6	7
MEMORY	1	2	3	4	5	6	7
Memory storage type (e.g. SD, CompactFlash)	1	2	3	4	5	6	7
Amount of installed (built-in) memory	1	2	3	4	5	6	7
Storage capacity (e.g. number of uncompressed pics)	1	2	3	4	5	6	7
Image compression format (e.g. JPEG, TIFF, RAW)	1	2	3	4	5	6	7
VIEWFINDER	1	2	3	4	5	6	7
LCD (digital) viewfinder	1	2	3	4	5	6	7
Optical viewfinder	1	2	3	4	5	6	7
“twist” LCD for protection/cover	1	2	3	4	5	6	7
LCD brightness	1	2	3	4	5	6	7
	1	2	3	4	5	6	7
	1	2	3	4	5	6	7
	1	2	3	4	5	6	7
	1	2	3	4	5	6	7

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USING WITH PC or MAC	1	2	3	4	5	6	7
Connection to personal computer (e.g. firewire, usb)	1	2	3	4	5	6	7
Editing software on-camera	1	2	3	4	5	6	7
Included software for PC or Mac	1	2	3	4	5	6	7
Download time	1	2	3	4	5	6	7
LENS and SENSORS	1	2	3	4	5	6	7
Type of image sensor (e.g. CCD)	1	2	3	4	5	6	7
Number of sensor detectors (e.g. 1 million, 2 million)	1	2	3	4	5	6	7
Lens (e.g. Leica, Nikon, etc.)	1	2	3	4	5	6	7
Lens cap (built-in, attached, none)	1	2	3	4	5	6	7
EASE OF USE	1	2	3	4	5	6	7
Navigation menus	1	2	3	4	5	6	7
Easy-to-read instructions/manual	1	2	3	4	5	6	7
POWER	1	2	3	4	5	6	7
Energy source (batteries, docking station, battery-pack)	1	2	3	4	5	6	7
Battery life	1	2	3	4	5	6	7
Power adapter	1	2	3	4	5	6	7

In this second part of the survey, we would like to better understand your familiarity with digital cameras.

1. How would you rate your knowledge of digital cameras?

Know nothing (absolute novice)							Expert user
1	2	3	4	5	6	7	

2. In a regular digital camera, a pixel on the image sensor captures:

- A. Brightness only
- B. Color only
- C. Both color and brightness
- D. Do not know

3. Web publishing and email attachments are better if what is used?

- A. Mid resolution (5-6 MP)
- B. Low resolution (2-3 MP)
- C. High resolution (8-10 MP)
- D. Do not know

4. Removable storage in a digital camera is:

- A. Resusable
- B. Not reusable
- C. Do not know

5. A lens with a focal length between 35 and 65 is:

- A. Wide angle
- B. Telephoto angle
- C. Normal angle
- D. Do not know

6. Automatic focus brings the center of interest into:

- A. Sharp focus
- B. Long focus
- C. Short focus
- D. Telephoto focus
- E. Do not know

7. A fast shutter speed is used to do what in a picture:

- A. Make it look like it is in slow motion
- B. Make it look like it is frozen in time
- C. Make it look blurry
- D. Do not know

In this last part of the survey, please tell us a little bit about yourself:

8. Do you own a digital camera (not including a camera on your cell phone)? *yes no*.

If you do not own a digital camera, please skip forward to the next page. Otherwise, continue below.

9. Did you *buy* your camera yourself? *yes no*

If you did not buy your camera yourself, please skip forward to the next page. Otherwise, continue below.

10. Did you purchase your camera *online*? *yes no*

11. Did you have a particular manufacturer or brand in mind before you began shopping for a camera?
yes no

12. Did you talk to anyone or read any of the following before making your purchase? (Check all that apply):

- ☐ Professional Buying Guides such as Consumer Reports or Popular Photography
- ☐ Online websites for digital camera hobbyists such as DigitalCameraHQ or BetterPhoto.com
- ☐ Customer reviews from online stores like Amazon.com or Buy.com
- ☐ Epinions.com, CNet, Yahoo, or other customer review sites that do not sell digital cameras
- ☐ Trusted friend or family member with prior experience.
- ☐ I did not read anything or talk to anyone.

13. Please list any other sources that you spoke with or read before making your purchase:

14. Gender: ☐ Male ☐ Female

15. Age: _____

16. Employment status: (Please check only one box.)

- ☐ Full-time student
- ☐ Currently employed
- ☐ Not currently employed

17. Highest level of education: (Please check only one box.)

- ☐ Some college

- ☐ Four-year college graduate
- ☐ Graduate/professional school graduate

Thank you again for all of your help!