Word of Mouth (WOM) Analysis

Customers' perception of HP TouchPad Tablet

(July 15, 2011)

Source Data:

- Social Media –
  - customer-generated content found on Amazon, Best Buy, CNET, Verizon Wireless, and other customer review sites
  - editorial product reviews published by popular bloggers and industry analysts (pundits)
  - feed from microblogs and social networking sites

A total of 1,983 unique copies of content were located, processed and analyzed to extract 5,026 specific, measurable opinions. As customers continue to buy the product and publish their reviews online, these findings—and the conclusions drawn from them—may change over time. Judging by this product's word-of-mouth history, no severe fluctuations in perception are likely within a monthly period.

Methodology:

- <u>Customer's generated content is analyzed separately</u>. Consumers' opinions, without ownership reference, are analyzed as separate groups/perspectives. The customer-generated content, the editorial content and the consumer-generated content were located, authenticated, de-duped and aggregated for the analysis.

- The word of mouth content is processed by Opinion Miner© software to automatically tag attributes of the discussed products.

 The sentiments associated with tagged attributes are quantified for subsequent comparison as a difference between the customers' expectations and their experience for each attribute. It is expressed in a scale from "0" (unacceptable) to "2" (delighted). A "1" can be interpreted as 100% satisfaction (expectation=experience).

- A number of measurable opinions about specific product attributes are counted and weighed against the sum of all opinions expressed about the product to establish the attribute's importance to the customers.

- The findings are organized to facilitate discovery of customer insights that help to understand why customers chose to purchase this product or passed it up for a competitor.

Findings

Above are the words customers, consumers and pundits used to describe their experience and perception of the analyzed product. The size of a font correlates to the frequency with which these words and/or expressions were used in the analyzed context. Our software focuses on words or expressions that are associated with an opinion of a writer (i.e., positive or negative sentiment expressed in connection with this word).

The diagram below delves into the details by extracting critical elements (attributes) of customer experience with the product and then measuring the difference between the writers' expectations and their experience with each attribute.

The green line across the product attribute groups illustrates importance of these attributes to the writers. The importance calculation is described in Methodology section of this report.
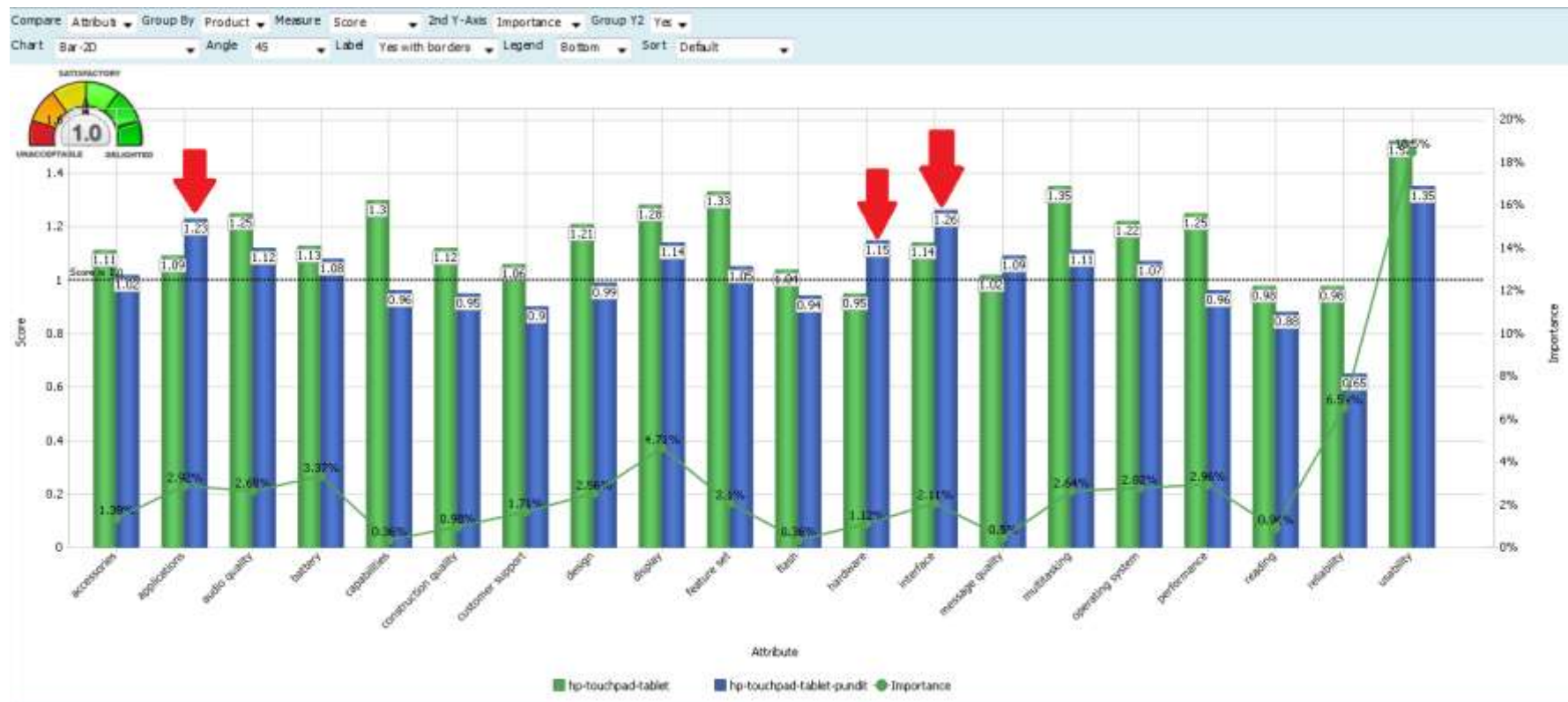
The red arrows point to the unanticipated results where professional reviewers expressed higher approval ratings compared to the scores expressed by paying customers.

Customer opinions about HP TouchPad attributes by their importance to customers
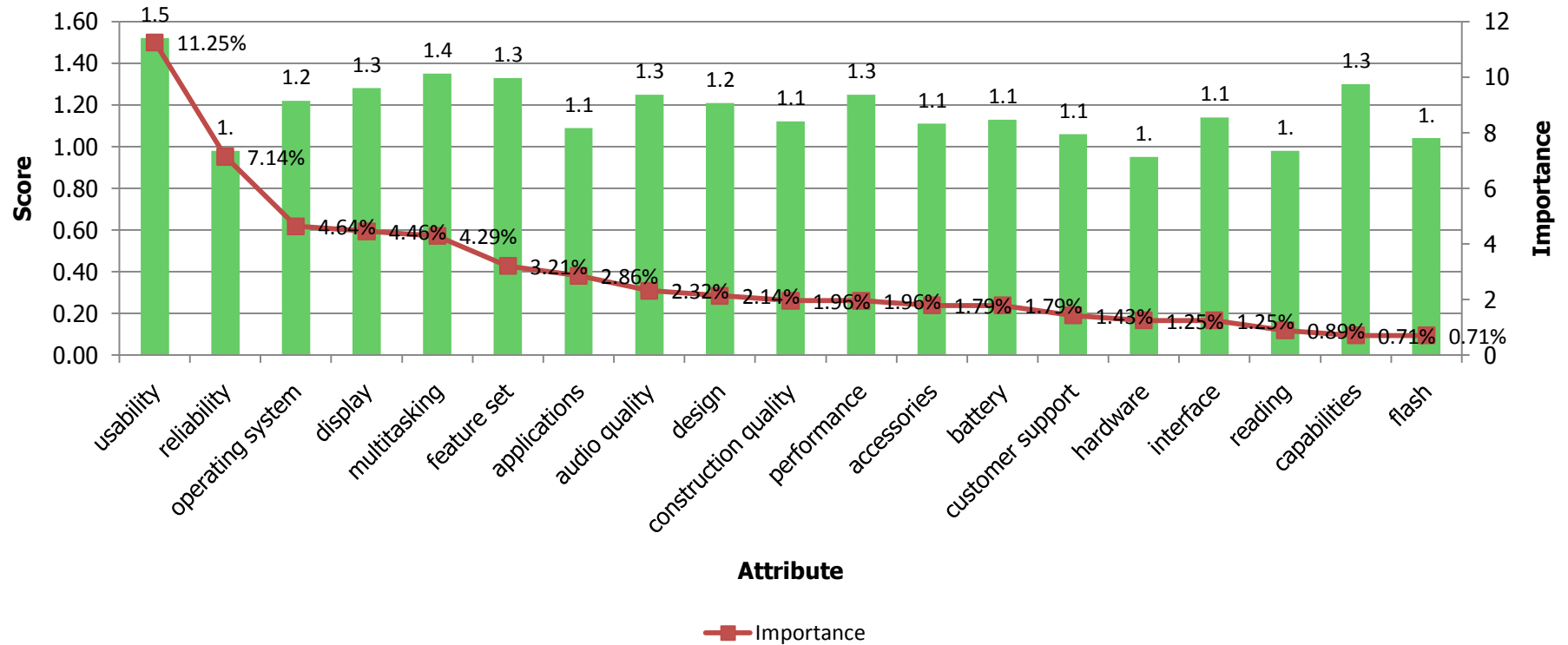
Importance

Usability is the most important attribute of customer experience with the HP TouchPad as 11.25% of all opinions expressed by customers, pundits and tweets were associated with it. The customers report that the TouchPad exceeded their expectations of usability by nearly 50% while for arguably more sophisticated pundits, the usability exceeded their expectations by 35%. They refer to "intuitive interface", "ease of use", "portability", etc. as evidenced below.

| |
|---|
| .d be downloadable soon, but my goodness, it is so much more [intuitive] than the iPad2. I played with one of those fruits in a stor... go to review |
| . couldn't figure out how to navigate. WebOS is so much more [intuitive] , and who cares about 500,000 apps that no one will ever use... go to review |
| .Pros: webOS is smooth and [easy to use] Power users will enjoy its multitasking capabilities. Soli... go to review |
| .one, tablet or PC.Multitasking works great, stacks are very [intuitive] and the apps available so far and intuitive and fun. Keyboa... go to review |
| .stacks are very intuitive and the apps available so far and [intuitive] and fun. Keyboard is much easier to use than th Cons: A fe... go to review |
| .ps available so far and intuitive and fun. Keyboard is much [easier to use] than th Cons: A few bugs need to be squashed. Some missing... go to review |
| .ernet, including flash. Great integration with Pre 2 phone. [Easy to use] WebOS. Tremendous battery life. Cons: Device seems to be a... go to review |
| .iOS. Workflow, notifications, and organization are all more [intuitive] . There are some minor bugs in the software and it can be a ... go to review |
| .sier to use than iPad's but both are FAR behind the Droid's [intuitive] and revolutionary 'Swype' technology. If you haven't seen o... go to review |
| .Pros: Multi tasking, [easy to use] interface excellent. Cons: Need to improve the music and m... go to review |
| .ours and it works great, its fast, nice looking, and really [easy to use] . My favorite feature about it is that you don't need to pur... go to review |
| .enient feature on any tablet anywhere, my e-mails are in an [easy to use] place all together (all of my e-mail accounts), my calender... go to review |
| .The Touchpad is definitely an [intuitive] , beautiful, and powerful multi-tasking beast of a tablet wi... go to review |
| .ynergy is an awesome feature, all my messages appear in one [easy to use] app, even Facebook and Skype! Email works the same way! Wit... go to rev |
| .me device out! What's great about it:Â Outstanding OS, Very [intuitive] , Most Powerful, High Quality, Thin and light like a tablet ... go to review |
| .ilt in apps are really very good quality and very quick and [easy to use] . There are over 40000 apps for the ipad and over 100000 for... go to review |
| .lt -- But people listen up; WebOS is so manageable, it's so [easy to use] , and effortlessly took me minutes to setup my profile on fa... go to review |
| .ebOS ....today, I'm hooked. LOL What's great about it:Â [Easy to use] , Well refined, Great Notification system, Friendly user Wha... go to review |
| .er the Samsung Tab or Apple iPad 2! What's great about it:Â [Intuitive] , Smooth, Multi-Tasking, Camera What's not so great:Â Scratc... go to review |
| .out it:Â OS, screen, processor, battery life, Feel, design, [User friendly] What's not so great:Â Amount of Apps available I would reco... go to review |

Follow this link for a complete CustomerSay! List.

Reliability is the second most important attribute of customer experience. Over 7% of all opinions expressed were associated with this attribute. The tablet was available to consumers only for two weeks at the time of this study, and most customers did not have any negative experience to report. Pundits expressed disappointment with problems streaming movies from Hulu and repeat crushes while playing "Angry Birds". There was no discerning signal detected from Twitter and Facebook streams that could be attributed to Reliability issues.

Operating System is the third most-opined attribute of customer experience with this product. Customers report that WebOS exceeded their expectations by 24%. While pundits were less impressed than customers and Social Media crowd, they still rated it as exceeding their expectations by 7%, stating that it "stands out for its neat [operating system] and cloud integration".
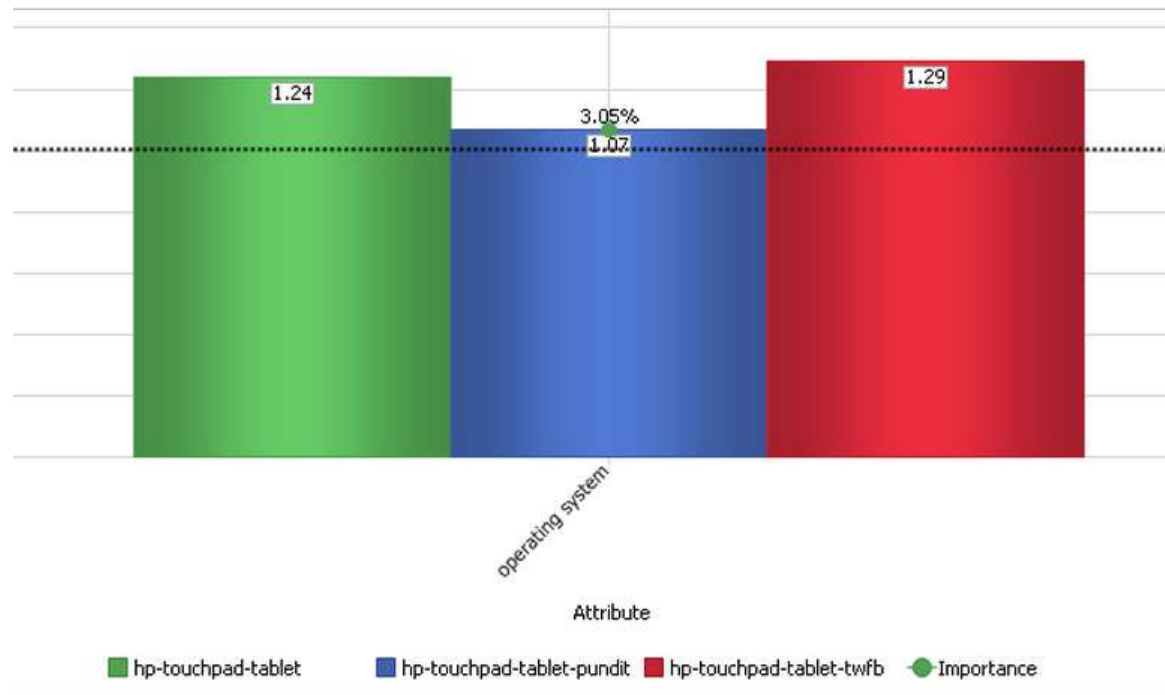
Follow this for a complete CustomerSay! List

Other Insights

- Absence of **rear camera** caused some customer dissatisfaction with a video chat experience – *"No Rear [Camera] -Unable to record anything"*

- Limited availability of **accessories** causes measurable customer discontent – *"Well first and foremost I am disappointed with the lack of **accessories** [accessories::accessories] available for it. While it is sturdy I don't like it exposed to the elements of everyday use."* See more verbatim by following this link

- Customers report inadequate **hardware** experience – *"This tablet was made with inferior looking material. It is the first thing you notice when compared to other tablets. I had to return it due to poor **hardware** [hardware::hardware] and user experience"* and *"**Hardware** [hardware::hardware] needs to be **worked** [reliability::works] on a bit more. The used plastic all the way around, which I was not a fan of"* and *"Too heavy. Poor **form factor**[hardware::form factor]"*.

- Many customers and pundits report that shiny finish causes finger smudges and suggest that more matte surface would measurably improve their customer experience.
*"**Shiny** [design::shiny] (**fingerprint**[other_attributes::fingerprints] **magnet** [accessories::magnets]) and* *"Cons: **materials** [other_attributes::material] tend to get lots of smudges. Can be annoying if you are OCD about it "* *and It's REALLY glossy. I mean, the whole thing is a smudge magnet. Every time I demo it off at work, have to wipe it completely clean (front and back). I keep my microfiber cloth in my back pocket at all times. Whew!".*

The list below contains the attributes of Customer Experience with Importance score above 1%. (Updated on July 20, 2011)

Attribute	hp-touchpad-tablet	hp-touchpad-tablet-pundit	hp-touchpad-tablet-twfb	Importance
usability	1.5	1.4	1.4	17.67%
reliability	1.	0.7	1.	9.16%
display	1.3	1.1	1.	3.5%
applications	1.1	1.2	1.1	3.47%
operating system	1.2	1.1	1.3	3.05%
performance	1.2	1.	1.2	3.05%
battery	1.2	1.1	1.3	2.99%
feature set	1.3	1.1	1.4	2.48%
design	1.2	1.	1.2	2.39%
audio quality	1.3	1.1	1.1	2.27%
customer support	1.	0.9	0.8	2.06%
accessories	1.1	1.	1.5	2.%
construction quality	1.1	1.	1.5	1.73%
hardware	1.	1.2	1.2	1.46%
video	1.1	1.	1.	1.31%
digital quality	0.	1.2	1.4	1.07%
price	0.9	1.2	1.	1.03%
compatibility	0.	1.3	0.	0.99%
web browsing	1.1	1.2	0.9	0.97%
size	1.3	1.	1.	0.16%