

Cloud Storage User Survey Analysis

Most participants (86.4%) have used a cloud storage product before, validating the responses from the survey. The demographic information mainly consists of university students (77.3%) and employed workers (18.2%) who lives in North America (90%). Participants income are mainly (68.2%) less than \$10,000.

An overwhelming number of participants use Google Drive (89.5%), then Dropbox (47.4%), iCloud (42.1%), One Drive (36.8%). Google Drive is also the most frequently used (68.4%), then iCloud (10.5%) while other numbers are negligible.

Those who use Google Drive is mainly attracted by its integration with other applications (78.9%), compatibility with devices (52.6%), readily accessible and convenient to use (52.6%). Surprisingly, Great User Experience (36.8%) and a lot of storage space (31.6%) is rather undervalued. This mostly means Google Drive is able to acquire the most exposure from users through browsers (Chrome), emails (Gmail), and Search engine (Google). The usage of other Google applications plays a critical role at attracting users to using Google Drive.

Cloud storage is mainly accessed through Desktop (78.9%), for personal matters (68.4%), while business (15.8 %) and education (15.8%) has some importance. (Why are people not accessing the files using other devices? Due to most files shared and stored are documents, projects, these are better viewed on larger screens. Photos have a delay on loading, is probably a reason people do not view on desktops. Additionally, since the demographic is mainly students, this means schools have not popularized or transition into the idea of using cloud storage.) Type of files that are mainly stored are documents (89.5%), photos (63.2%), and projects (52.6%). It seems the larger the file, the less likely the participant uses the storage to store. What users expect the most from the product they most frequently use are better price, larger storage, and increased security.

Something interesting to notice is that even though the operating systems are equally distributed (Mac OS 63.6% and Windows 54.5%), meaning they should be better at attracting users to using their cloud storage products, but why is this not so? From what the participants have reported, Apple and Microsoft might have abused their convenient and irritated the users, from forcing users to upgrade their iCloud and bundling services with One Drive, rendering users to detest the products on the first impression.

Dropbox (59.1%), iCloud(50%), and One Drive (31.8%) consists the largest number of withdrawal from using their products, and the main reason seems to due to inconvenience. It seems Dropbox has been isolated. iCloud I suspect always forces to back up everything, and always runs out of space, and the pop up annoys people and forces people to buy, so people begin to ditch. Common issue for Windows and Apple Systems.

The survey also explored the idea of ownership and sharing. Unsurprisingly, 94.7% of participants does not store all data on cloud, and local hard drive (77.8%), portable hard drive

(61.1%) and USB (27.8%). This is both good and bad news. This means the current competitors are not able to convince the users to switch to their products. This also means there is still large potential for new competitors to share the pie. Those who did not switch are mainly concerned with security and privacy (42.1%), inconvenience (36.8%), price and storage limit (21.1%). The cloud storage seems to users as a never ending hole of paying money, and this idea frightens users.

Something to debate about is. Is it more likely that one's computer, portable drive, or USB is lost or is it more likely that one's files are hacked online? Is it possible that the files are actually being accessed locally but the user does not know about it? The idea is, users might have a misconception of safety locally.

Furthermore, the survey explored into purchasing cloud storage products, and 95% of users have never spent money on cloud storage products before, this is also probably good news because there is a vast number of users to convert into potential premium users. Though bad news for those thinking of entering the market is, users are going to stick with the big companies if they were to perform a switch, meaning branding and popularity seems to convert to additional security and trust.

To summarize the frustrations, Internet upload and download speed becomes dominantly in play at whether people will use cloud storage or not. The implementation of 5G is most likely to result in the flourishing of cloud services. Frustrations from forceful bundling and upgrading (overselling) from Apple and Windows prevent users from using it. Peer pressure and consensus. Some products have enhanced features that do what the competitors do, so there is no reason in using certain products.

My interpretation there is also a lack of knowledge from the participants to what the cloud storage products have grown into today, meaning people might not be exactly at keeping up the speed at how products are evolving, also meaning they might not need such features this urgently.

There is obvious bias in the survey, with the largest proportion of students that have no income. The survey focused more on personal use than group use, meaning many features these products offer might be more standing out if it's for business and education, and they are more profitable as well.