

## Cloud Storage User Survey Summary

### Facts:

1. Have you ever used a cloud storage product before?
  - i) Most (86.4%) of participants used cloud storage product before.
  - ii) Only 13.6% of them never used one.

### Validation

2. What cloud storage product(s) are you currently using?
  - i) 89.5% of participant uses Google Drive
  - ii) 47.4% uses Dropbox, 42.1% uses iCloud
  - iii) 36.8% uses One Drive
  - iv) 15.8% uses Box, Pinterest, Evernote respectively
  - v) 10.5% uses Baidu Cloud
  - vi) 5.3% uses Mega and BitBucket
  - vii) None uses Amazon Drive and Mediafire

*Most people use Google Drive, then Dropbox, iCloud, One Drive*

3. What is your most frequently used cloud product?
  - a. 68.4% Google Drive
  - b. 10.5% iCloud
  - c. Others ignorable

*Google Drive is most commonly used.*

4. Why do you use this product the most?
  - a. Integration – 78.9%
  - b. Compatibility – 52.6%
  - c. Accessible and Convenient 52.6%
  - d. Great User Experience 36.8%
  - e. Most Storage Space 31.6%
  - f. Special features 21.1%
  - g. Profession demands 15.8%
  - h. Security 5.3%

*User experience is undervalued.*

*Integration and portability, compatibility and convenience are driving factors.*

5. What are the features you care the most?
  - a. Fast upload and download speed 84.2%

- b. Integration and Workflow 57.9%
- c. Security | Flexible Sharing options 47.4%
- d. File organization 42.1%
- e. Collaboration 36.8%
- f. Competitive price 31.6%
- g. Associated application 26.3%

*Fast Internet, Integration and workflow, security and sharing options, file organization, collaboration, price, users care about all of these.*

- 6. What do you use cloud storage for the most for?
  - a. 68.4% Personal use
  - b. 15.8% Business | Education use

*Meaning schools have not popularized the idea of using cloud storage  
The resulted is affected by the population that is surveyed.*

- 7. What type of content do you store most frequently?
  - a. Documents (89.5%)
  - b. Photos (63.2%)
  - c. Projects (52.6%)
  - d. Videos (31.6%)
  - e. Slides and Presentations (26.3%)
  - f. Others – slides and presentation, files larger than 1GB very minimal

*Small file size items, such as documents and photos are most stored.*

- 8. Who do you share content with the most? (could add the option, the world)
  - a. Friends and family, Colleagues, Students 21.1%
  - b. Others negligible

*Daily Interaction has strong correlation with the act of file sharing. People underestimate things they share on the internet.*

- 9. Which device is your primary choice for accessing your cloud product?
  - a. Desktop 78.9%
  - b. Others negligible

*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.*

- 10. What operating system are you using your cloud product?

- a. Mac OS 63.6%
- b. Windows 54.5%
- c. IOS 36.4%
- d. Android 18.2%

*Nothing much to exact from here. Was hoping to see If there is a correlation between system and integration.*

11. What can be included or bettered from this cloud storage product?
- a. Space, pricing, security
  - b. Help others who are tech illiterate to use and share stuff (a minority)

*Nothing new.*

### ***The idea of Ownership and Sharing***

12. Are you storing all your information on the cloud storage product?
- a. 94.7% does not store all info on cloud
13. What other methods are you using to store your files?
- a. Local hard drive 77.8%
  - b. Portable hard drive 61.1%
  - c. USB 27.8%
14. What is stopping you from migrating entirely to cloud?
- a. Security and privacy (44.4%)
  - b. Inconvenience (33.3%)
  - c. Price and Storage Limit (the rest)

*The conception of security -> People look for ownership -> meaning they will never put everything online, its not leaking its scary, its people that dig into the stuff that's scary.*

*Inconvenience -> absolute accessibility and speed*

*Storage and Price -> the lack of the above, and the limit space, price, making it not worth what it is being charged.*

15. *If people were to pay, they will go for big companies such as google apple and Microsoft.*

16. Ultimately, it's the price and storage space stopping people from switching. Overall participants do not believe the space is worth that much money. (In students eyes,)

17. What cloud storage product(s) have you not used for a long time?
- a. Dropbox 59.1%
  - b. iCloud 50%

- c. One drive 36.4%
- d. Evenote and MediaFire 31.8%
- e. Baidu Cloud 27.3%
- f. Pinterest and Amazon 22.7%
- g. Box and Google Drive negligible

*Dropbox has been isolated. iCloud I suspect always forces to store 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.*

18. What is stopping you from using the other (or all) cloud storage product(s)
  - a. Not convenient (45.5%)
  - b. Do not have a reason to switch (13.6%)

19. May you elaborate a bit on your answer(s)above? (ex. what frustration didn't exactly the product solve for you? What is exact not convenient? etc)

- a. *Internet speed becomes dominantly in play at whether people will use cloud storage or not. Streamless speed wifi has not become an essential yet*
- b. *Frustrations from forceful bundling and upgrading (overselling) from Apple and Windows*
- c. *The people around uses it*
- d. *Enhanced features that does what the competitors does*
- e. *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.*
- f. *The survey focused more on personal use than group use, meaning many features these products offer might be more standing out if its for business and education, and they are more profitable as well.*

20. University Students 77.3% , 18.2% employed

21. 90% in north America

22. 68.2% Income less than \$10,000, 18.2% does not want to specify,