From chrisp Wed Jun 19 15:06:48 1991
To: billg jeffr mikemap
Subject: FW: What do users do with WinWord??
Date: Wed Jun 19 15:06:40 PDT 1991
Mail-Flags: 0000

More fuel for the question "Why do people buy big fancy apps when
all they need is little simple apps"? The reg base is skewed towards
more sophisticated users!

>From   elainew Mon Jun 17 07:50:35 1991
To: wobu
Cc: reedk
Subject: What do users do with WinWord??

Date: Sun Jun 17 07:04:17 PDT 1990

Got some interesting data from our Word for Windows Reg Base survey about what our users do with Word for Windows.

What do they write?

Letters 55%
Memos   44%
Reports 40%
Technical Papers 18%
Newsletters 8%
Articles 7%
Contracts 7%
Proposals 5%

How long are their documents??

89% of the Reg Base users say their typical document is less than 10 pages. 54% averaged less than 4 pages.

Do they integrate from other packages??

66% get data from spreadsheets.
60% get graphs from spreadsheets.
55% get info from databases.
54% use graphics.
61% put in a logo or letterhead.
64% use standard boilerplate text.

What do they like??

30% like ease of use.
14% care about GUI.
WYSIWYG 8%.
They don't care much about Power 1%.

Remember the reg base skews the results toward more sophisiticated users, so our typical user would tend to write shorter documentsts with fewer charts, and info from database, etc.

If you are interested in finding out more from the Reg Base study, just let me know.
Thanks,
Elaine