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Analysis

Web-Based Digital Photo Applications: A Focus Group Assessment

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RocketLife

Abstract

In a recently commissioned InfoTrends study, RocketLife was tested by consumers and compared to four other mainstream Web sites with similar offerings. Evaluations and insights were obtained from a professionally recruited and objective group of consumers, each of whom used RocketLife and compared it to one of the other four sites, namely CVS, Kodak Easy Share Gallery, Shutterfly, and Snapfish. This analysis provides a brief overview of the survey findings.

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Introduction

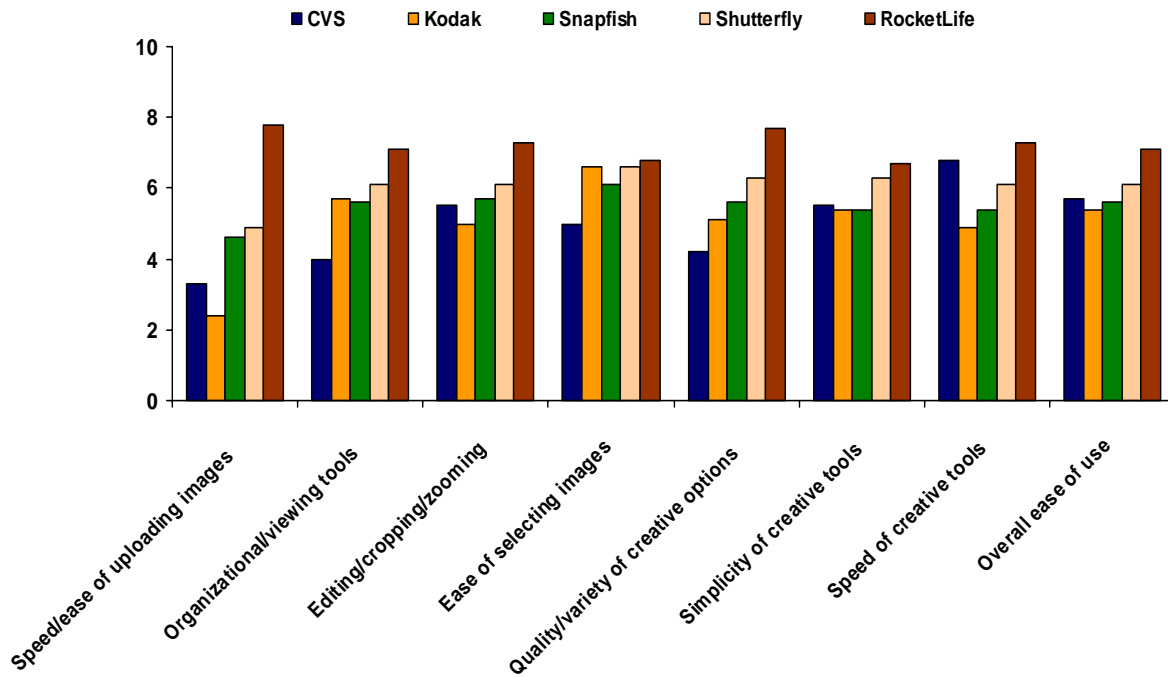
In a recently commissioned InfoTrends study, RocketLife was tested by consumers and compared to four other mainstream Web sites with similar offerings. Evaluations and insights were obtained from a professionally recruited and objective group of consumers, each of whom used RocketLife and compared it to one of the other four sites, namely CVS, Kodak Easy Share Gallery, Shutterfly, and Snapfish. This analysis provides a brief overview of the survey findings.

Survey Findings

Level of Satisfaction

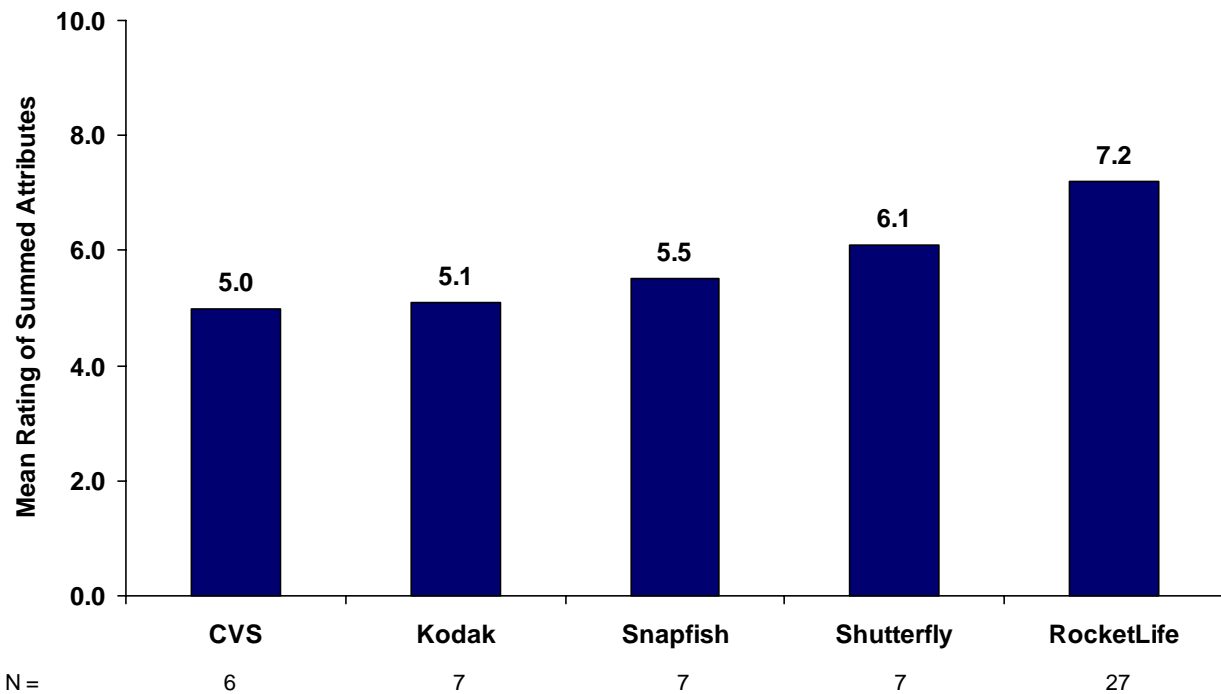
RocketLife outscored the other four platforms on all eight of the attributes on which InfoTrends obtained consumer evaluations. Thus, when all the attributes are summed and a mean level of satisfaction calculated, RocketLife achieves a solid lead over the other four sites.

Figure 1: On a scale of 1 to 10 with 1 meaning extremely unsatisfactory and 10 meaning excellent, how would you rate the following aspects of each of the following programs?



N = 27

Figure 2: On a scale of 1 to 10 with 1 meaning extremely unsatisfactory and 10 meaning excellent, how would you rate each of the following programs? (Overall means)



Overall Advantages

According to survey participants, one of RocketLife's greatest advantages is in the speed and ease of getting started. RocketLife does not require users to set up an account, choose a password, or even provide an e-mail address. Furthermore, the program does not actually upload the full images until the user is ready to place an order. Given this design approach, most users can start a project within a few minutes of their first visit to the site, and the second visit can be even faster. (Upon the first visit, the individual must download a short program—this took all of the participants less than a minute using a broadband Internet connection). To this end, RocketLife's mean score of 7.8 for ease and speed of upload was 60% higher than the second-ranked program.

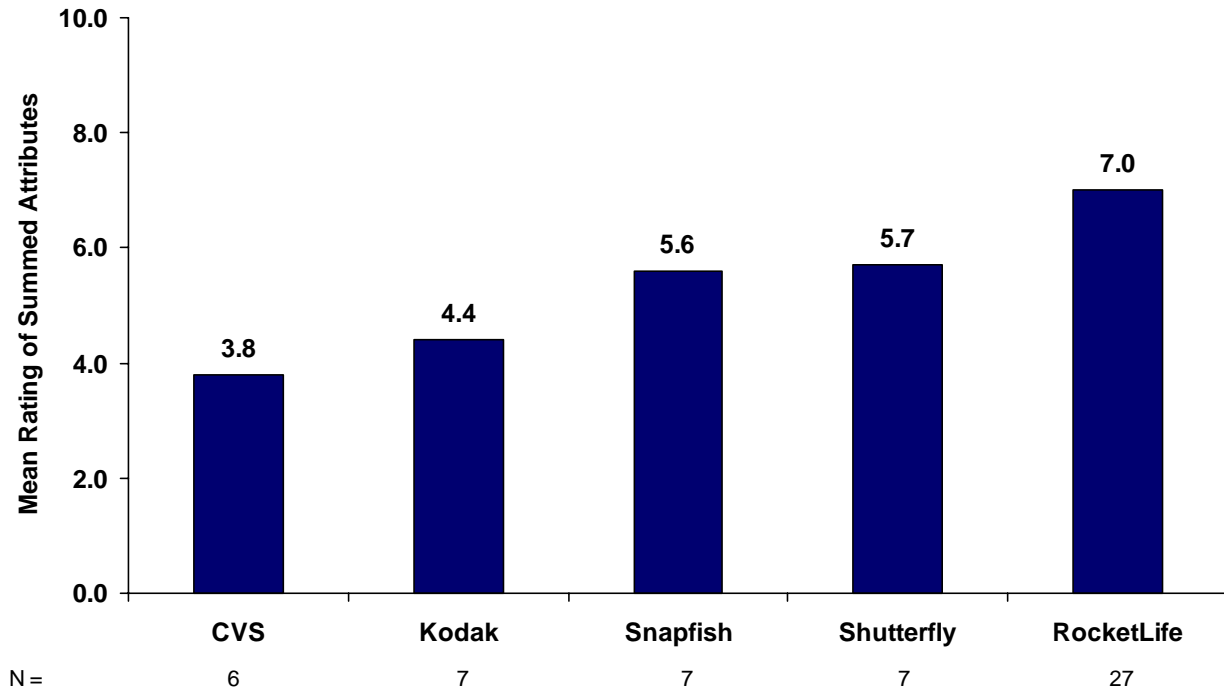
This attribute was a key reason that the RocketLife users in nearly every instance placed more photos (more than 2 to 1 against the other sites combined), and generally got more accomplished within the same timeframe using RocketLife compared to the other programs. Another contributor to this particular advantage was the speed and effectiveness of RocketLife's program for automatically placing images into projects. Collectively, from the 22 participants who commented on this question, a total of 2,039 photos were successfully placed into albums or on mugs in RocketLife versus 979 photos for the other programs combined – a mean ratio of 2.1:1

RocketLife also scored strongly versus the other sites in terms of editing tools (cropping, zooming, etc.) and creative tools (quality and variety of tools, the speed with which they were applied). For these three strengths, RocketLife's rating was about 20% higher than for the next best site.

Whether Site was Fun to Use

In a separate question, respondents were also asked whether the site was fun to use. As outlined in the Figure below, RocketLife scored 22% higher overall than the next-best site.

Figure 3: On a scale of 1 to 10 with 1 meaning extremely tedious and 10 meaning a lot of fun, how would you rate the following sites overall?



Likelihood of Using Site Again or Recommending to Others

When respondents were asked if they would use various sites again or recommend them to friends, family members, or acquaintances, RocketLife achieved some of its most favorable scores in relation to the other sites. On a weighted-scoring basis, panelists were 4.7 times more likely to use RocketLife again in relation to Shutterfly or Snapfish, 3.9 times more likely to recommend RocketLife than Snapfish, and 2.6 times more likely to recommend RocketLife than Shutterfly.

Figure 4: How likely are you to use this program again? (Weighted means)

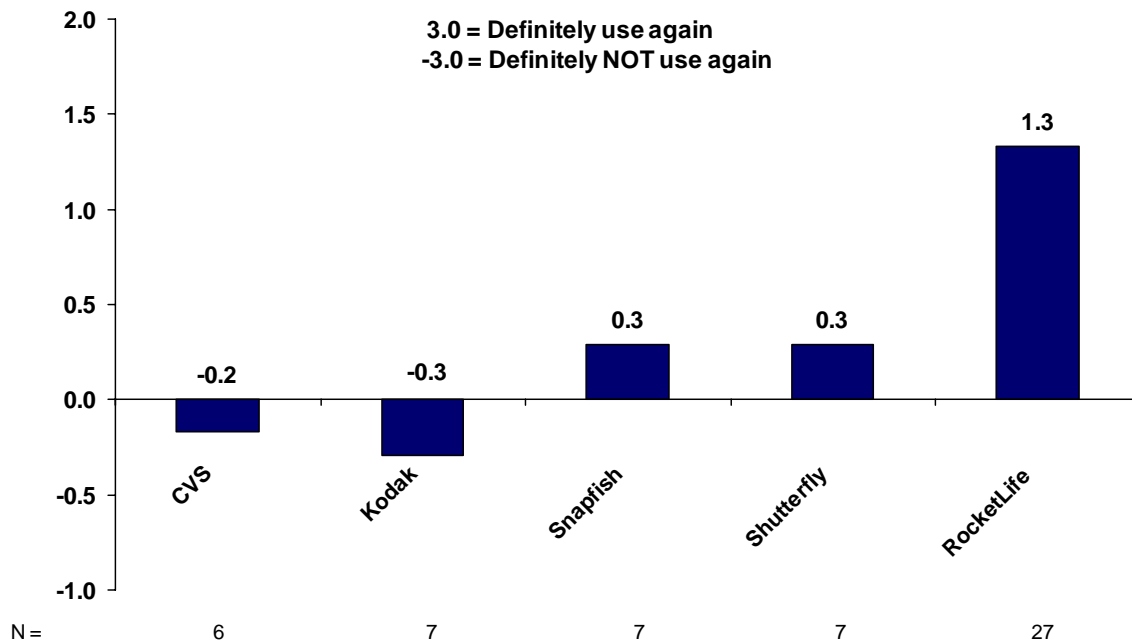
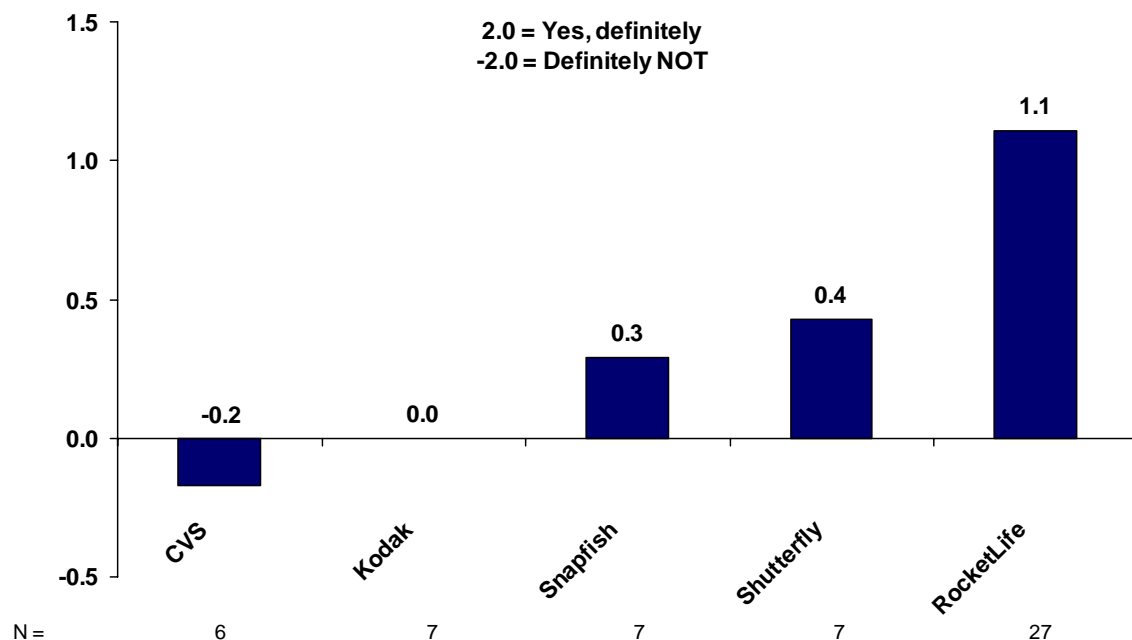


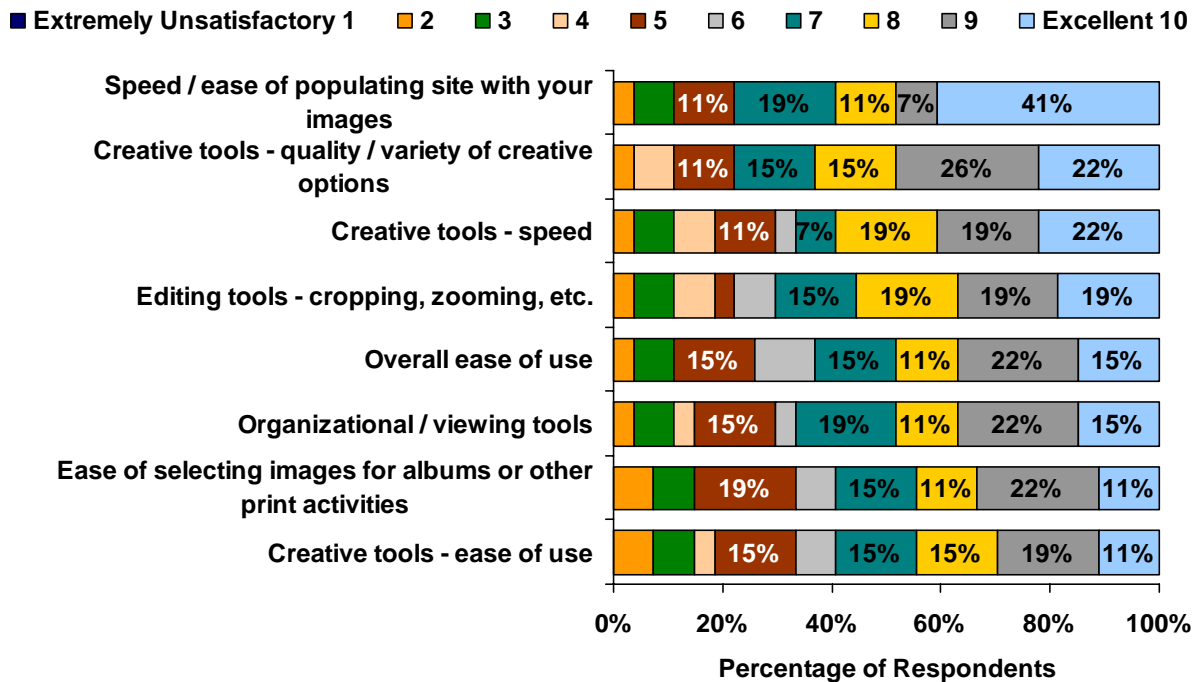
Figure 5: How likely are you to recommend this site to others? (Weighted means)



Rating of Various Attributes

Overall, RocketLife scored at the top of the charts in terms of customer satisfaction for various attributes. The number of survey participants who scored RocketLife’s attributes at 9 or 10 is particularly noteworthy.

Figure 6: On a scale of 1 to 10 with 1 meaning extremely unsatisfactory and 10 meaning excellent, how would you rate the following attributes of this program?



N = 27

Conclusion

RocketLife certainly scored very well in an objective, participant-based comparative test. The share of participants who are likely to use it again and would recommend it to others is especially compelling. Visan has clearly created a powerful contender among the various consumer photo sites.