

IPad Users Show Active Preference for Internet Explorer 10 on Windows 8

Mozaic Group, an independent market research firm, conducted research among iPad users to obtain their reaction to the web browsing experience with Internet Explorer 10 on a Windows 8 tablet vs. Safari on the iPad.

Executive Summary

- When comparing Internet Explorer 10 to Safari on specific attributes, Internet Explorer 10 is viewed as providing a better experience.
 - Internet Explorer 10 is perceived as faster, more fluid, and easier to use. Users also like the clean user interface, and feel it is more feature rich than Safari.
- iPad users want the better browsing experience offered by a Windows 8 tablet.
 - Users realize there is not an app for everything and that some apps are limited. A better tablet browser can improve the overall tablet experience.
- The experience is compelling enough to prompt switching.
 - Most definitely would consider trading their iPad for a Windows 8 tablet.
 - Internet Explorer 10 improves the browsing AND tablet experience enough to drive interest in switching from iPad and Safari, assuming cost was not a factor and data would be transferred.

Objectives and Methods

Objectives



- Obtain reaction of iPad users to the browsing experience with Internet Explorer 10 on a Windows 8 tablet and how it compares to the browsing experience on the iPad.

Audience



- Total number of participants: 40
- Location: Seattle
- To qualify, respondents were required to be iPad users who enjoy learning about new technology, are open to trying new technology, and regularly use their iPad.
- Age: 15 participants age 18 – 30, and 25 participants age 31-50
- Gender: 18 male, 22 female
- Employment status: 8 students, 2 homemakers, 30 employed full time

Method



- A total of 40 one-on-one interviews were conducted, during which participants were given a one hour demo of Internet Explorer 10 on Windows 8.
- Following the demo, participants had one hour to interact with the device on their own. During this time they completed a series of tasks highlighting the features of Internet Explorer 10.
- Following the demo and trial, they completed a survey and interview about the experience.

A better web browsing experience is desired

Web browsing is a top activity for most.

While apps provide quick access, many indicate they often run into limitations when browsing the web on their iPad, such as not being able to access content, or being locked into using mobile sites when the full site is preferred.

The hands on experience with Internet Explorer 10 creates an enthusiastic response with virtually all participants. 85% are very impressed, and 100% believe Internet Explorer 10 provides a browsing experience which is superior to Safari and provides the complete web browsing experience they desire.

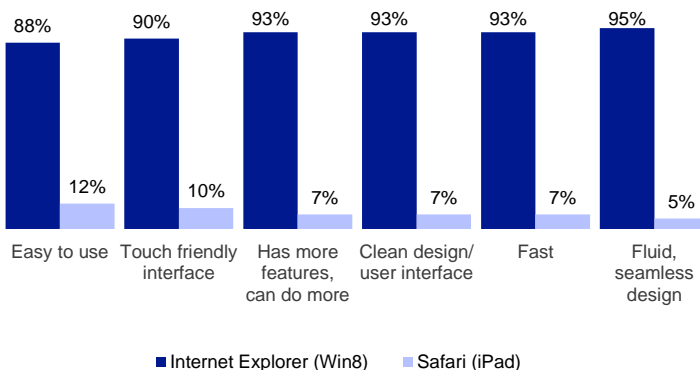
"I use Moveable, and when you use it on iPad, it automatically opens to the mobile site and it doesn't allow you to use it on the non-mobile site. On this, you can use it on a desktop version of the site. That was amazing to me."

"The whole fluid and fast marketing pitch is actually an apt description. It's not just fancy marketing speak and clever alliteration--it actually describes the browsing experience."

Internet Explorer 10 viewed as fast, fluid and easy to use

When comparing Internet Explorer 10 to Safari on specific attributes, Internet Explorer 10 is viewed as providing the better experience. Only a handful preferred Safari's features, and in every case this was simply due to familiarity with Safari.

Q2. Which browser experience is better in the following areas? (data shows the % viewing Internet Explorer 10 as better)



"With Safari I feel like I'm very locked into one way of doing things and it doesn't feel that way with Internet Explorer 10."

"The iPad has some drawbacks that you really wouldn't know unless you put them side by side."

"It loads so fast. When you can just change articles without having to go to a menu, that was really fast."

"I didn't think they could bring anything to the table, I would never have expected that at all so I'm impressed."

Key features **tip the scales** toward Internet Explorer 10

Multi-tasking is glaringly absent from the iPad experience.

The increased efficiency of being able to do more things simultaneously and receive constant updates while running multiple apps is a huge factor in Internet Explorer 10's favor. Even if they hadn't actively thought about it before, most feel it makes the iPad look weaker by comparison.

Productivity via the Microsoft ecosystem provides practical advantages.

Being able to do more "useful" things with a tablet and easily create, as well as consume, content brings the goal of true laptop replacement closer to reality.

"To be able to put a couple of pieces right next to each other, listen to music and check emails, and look at a website, is actually really nice."

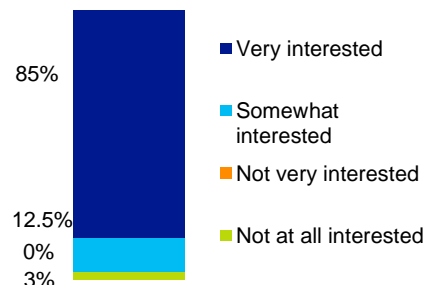
"Being able to do two things on one screen; I did email and then music on the side--that was great."

"To have the ability to pull a couple of different things up as opposed to just one thing at a time, that makes a difference, it's a lot more efficient."

"The ability to multi-task is really cool."

iPad users want the **better browsing experience** offered by a Windows 8 tablet

Users realize there is not an app for everything and that some apps are limited. A better tablet browser can improve the overall tablet experience.



Q4. Is the better browsing experience offered by the Windows 8 tablet something you'd like to have? How interested are you in having this?

"I look through a lot of websites everyday for work so the speed and efficiency and simplicity to do it all (with Internet Explorer 10)--it's so simple."

"It's unleashing you to actually be able to perform better, it's something that can improve your capabilities and your actual experience. Apps are great but there are times when you need more than that."



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Internet Explorer 10 is a browser **worth recommending**

Based on their experience, 100% would recommend Internet Explorer 10 to a friend or family member over Safari.

Rich features, speed, and overall experience build enthusiasm and confidence to tell others about it.

"(Recommend?) Absolutely, without a doubt; I am thoroughly impressed."

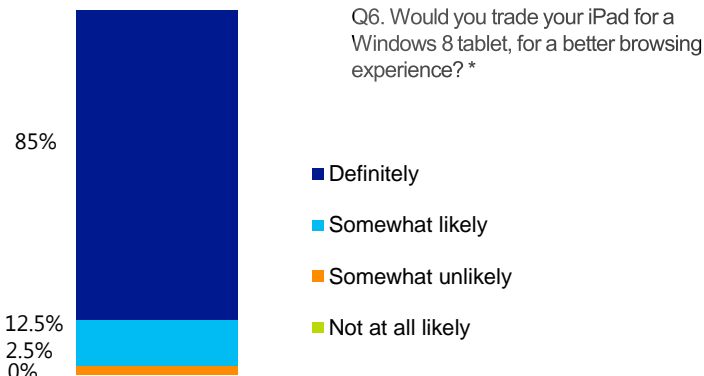
"It made so much sense; I felt like it would be so much easier for someone who maybe hasn't used a computer to pick this up."

"I would tell my friends & family to give Internet Explorer 10 a shot, and my friends & family would look at me like I was abducted by aliens because I've been preaching Chrome for years."

Experience is **compelling** enough to prompt switching

Most definitely would consider trading their iPad for a Windows 8 tablet.

Internet Explorer 10 improves the browsing and tablet experience enough to drive interest in switching from iPad and Safari assuming cost was not a factor and data would be transferred.



"It's more intuitive to me than that thing (iPad). I immediately got what happens when you pull down, what happens when you pull right. There's real clarity around how to use it."

"There are a lot of great things that they've added to it. It does some things better (than iPad)."

"This has everything I want. I think I would (switch). I would--it's nice by comparison."