


The logo for LEVEL, consisting of the word "LEVEL" in a white, uppercase, sans-serif font, centered within a solid red horizontal bar.

LEVEL

A large, light gray plus sign (+) logo for NetApp, positioned to the right of the red bar.

NetApp
Tech OnTap Survey
August, 2011

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User Experience Researcher
LEVEL | SJ
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NetApp Tech OnTap | Agenda – Survey Results

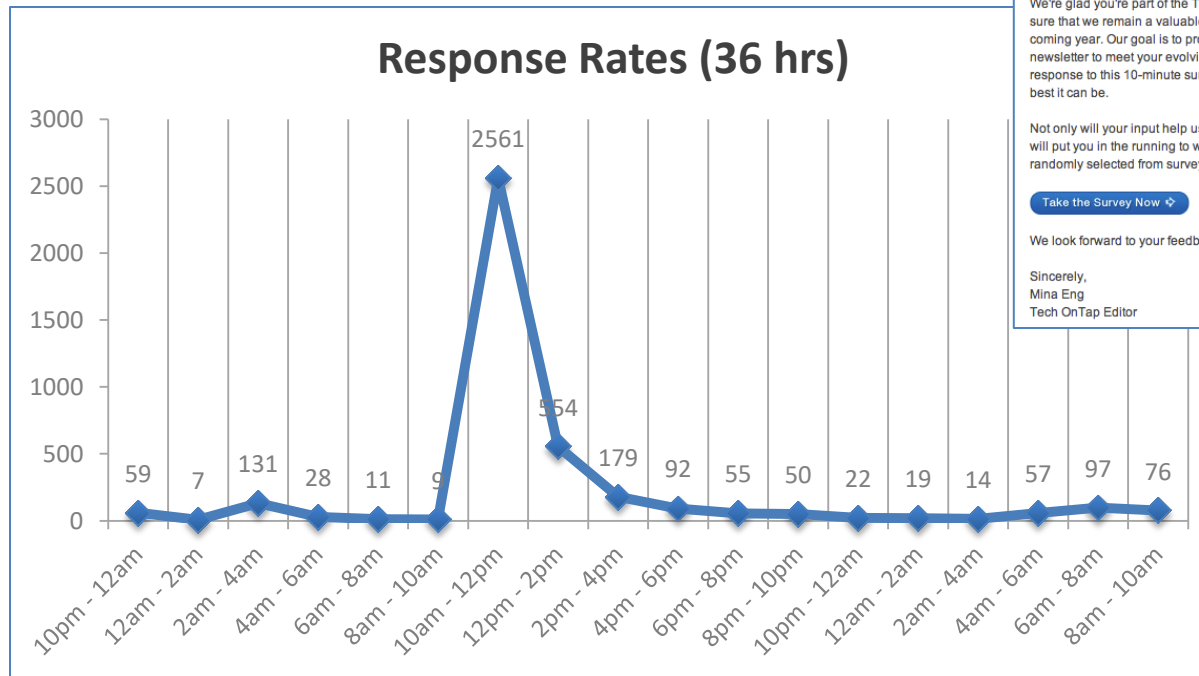
- Demographics
- Satisfaction Ratings
- Device Usage
- Sharing and Community



NetApp Tech OnTap Survey | Responses

- Responses collected: August 16 – 22, 2011
 - Responses: 4,343
 - Completed: 3,618 (83%)

iPad 2 for Your Thoughts?



Dear Patricia,

We're glad you're part of the Tech OnTap® network and want to make sure that we remain a valuable and relevant resource for you in the coming year. Our goal is to provide an easily accessible and engaging newsletter to meet your evolving media needs for information. Your response to this 10-minute survey will help us make Tech OnTap the best it can be.

Not only will your input help us continue to improve Tech OnTap, but it will put you in the running to win an iPad® 2. Three winners will be randomly selected from survey respondents. [Official contest rules.](#)

[Take the Survey Now](#)

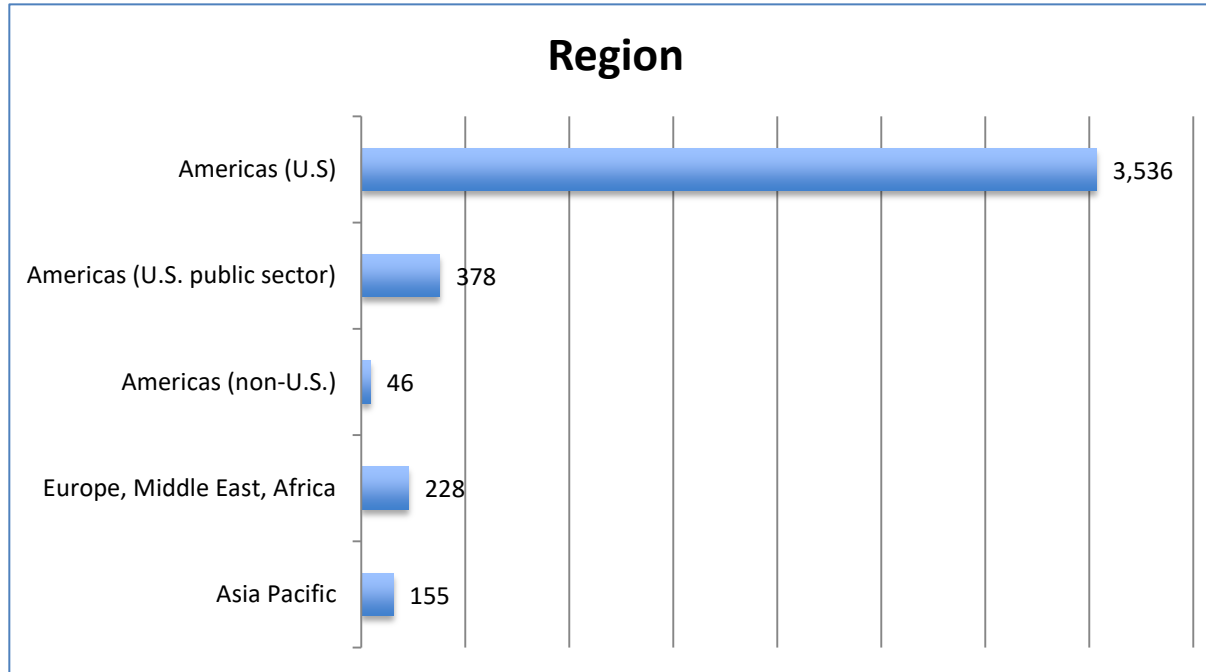
We look forward to your feedback.

Sincerely,
Mina Eng
Tech OnTap Editor



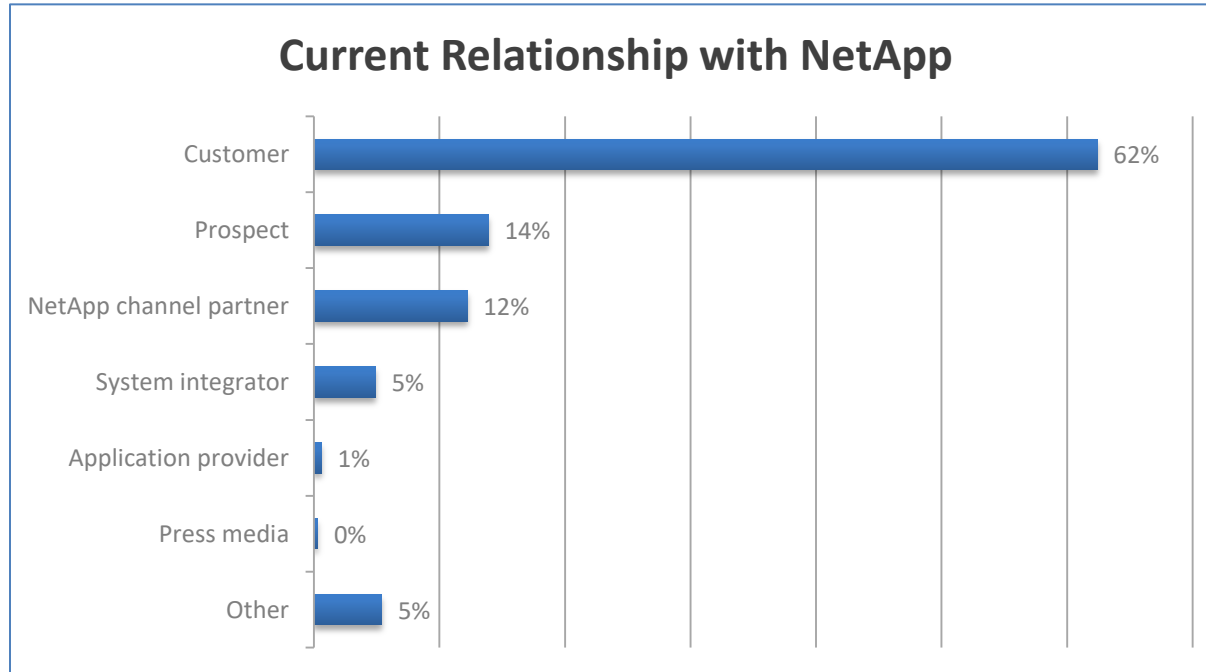
NetApp Tech OnTap Survey | Demographics

- Q 1: Region
 - Responses: 4,343



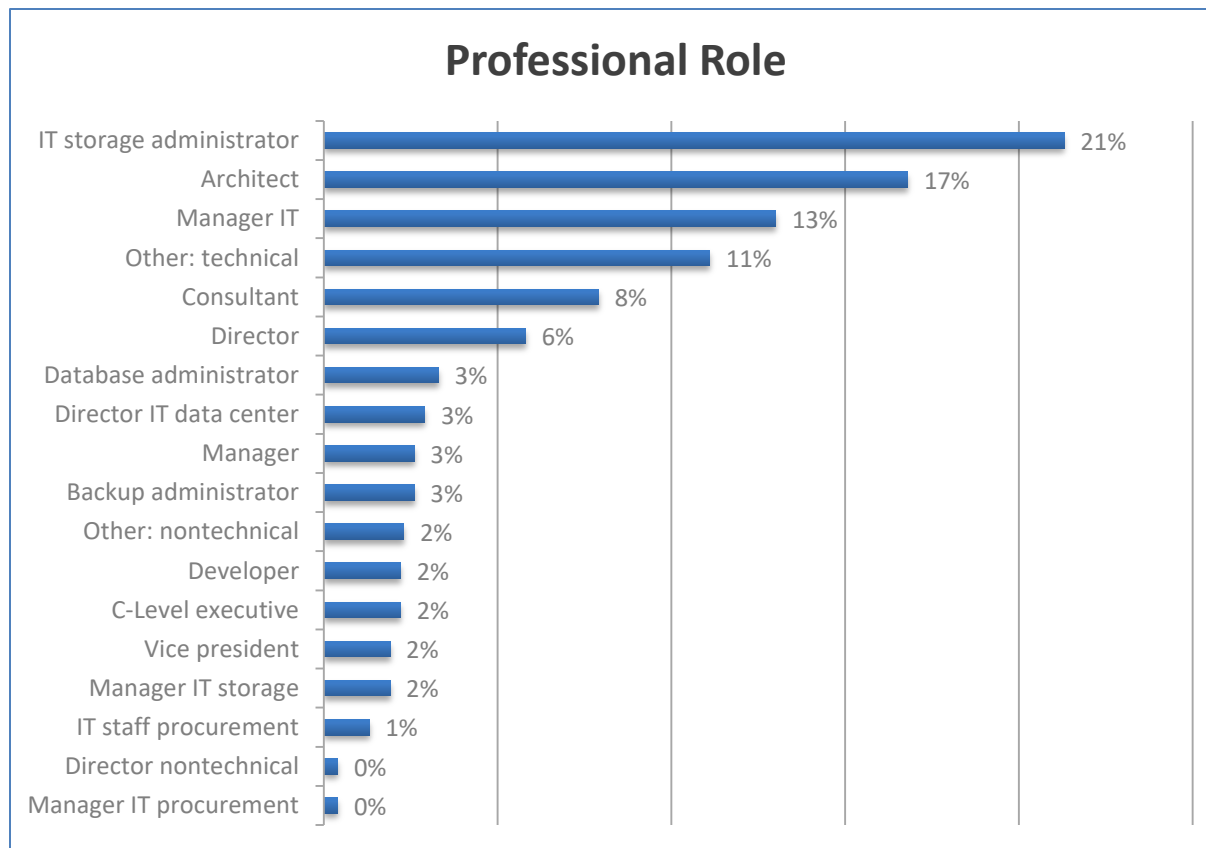
NetApp Tech OnTap Survey | Demographics

- Q 3: What is your current relationship with NetApp?
 - Responses: 4,101



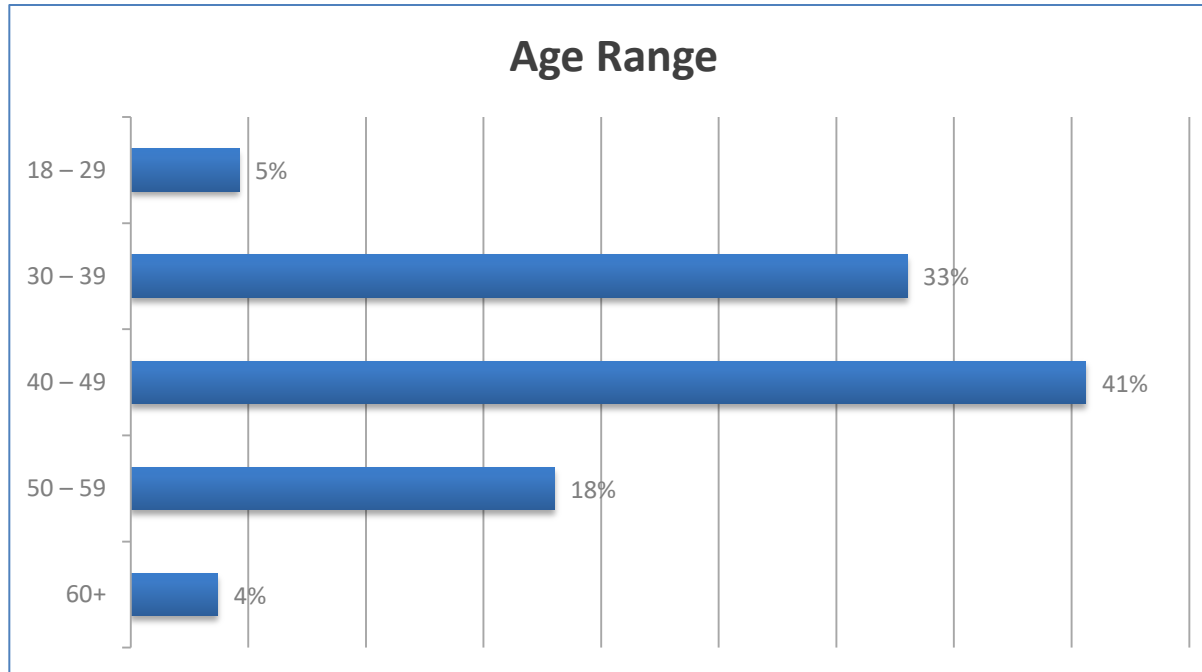
NetApp Tech OnTap Survey | Demographics

- Q 4: What is your professional role?
 - Responses: 4,101



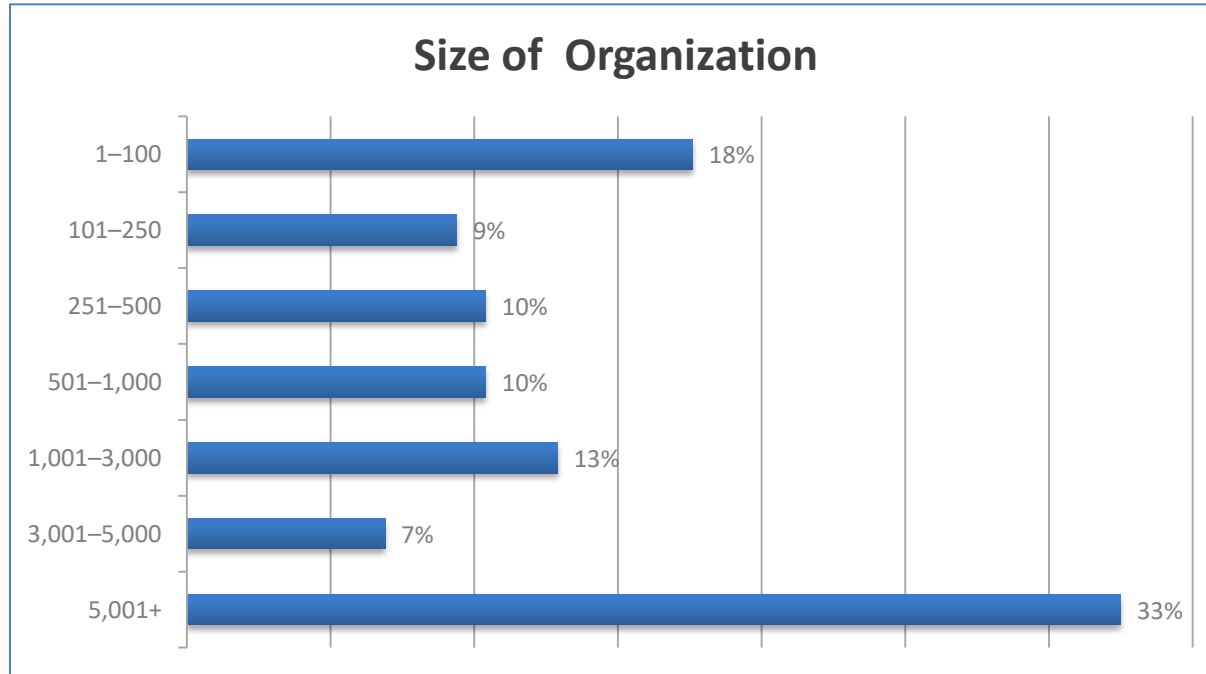
NetApp Tech OnTap Survey | Demographics

- Q 5: What is your age range?
 - Responses: 4,101



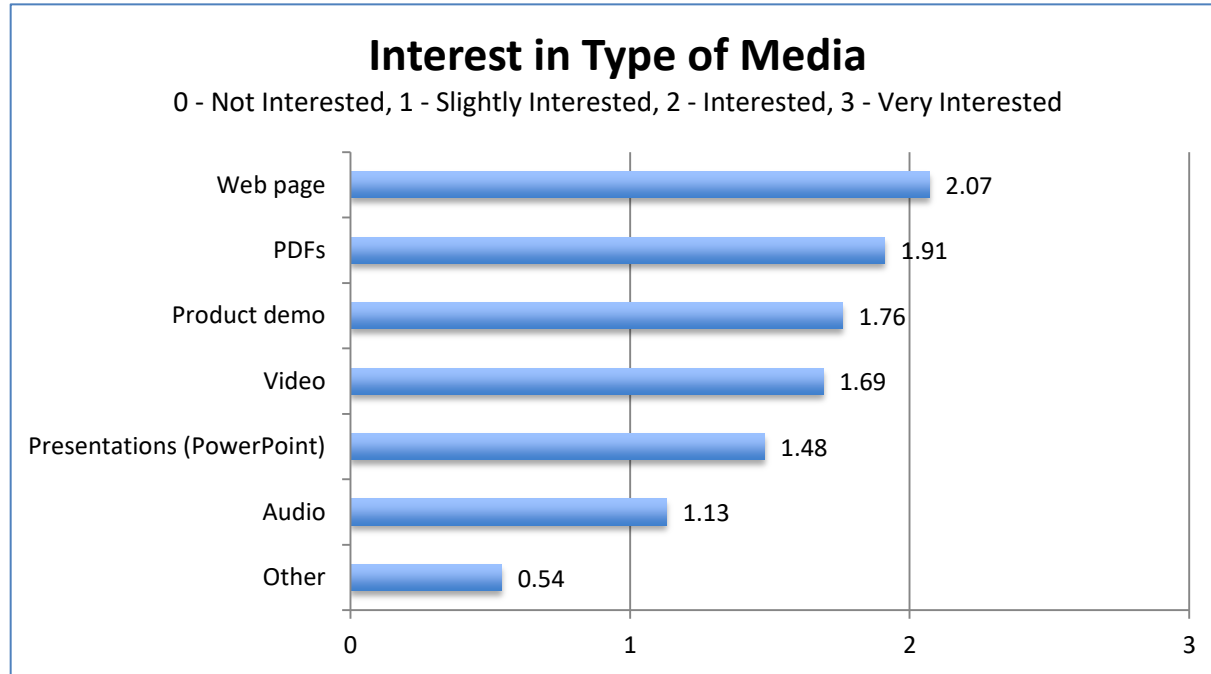
NetApp Tech OnTap Survey | Demographics

- Q 6: How many full-time employees are in your organization?
 - Responses: 4,101



NetApp Tech OnTap Survey | Usage

- Q 10: How interested are you in viewing the following types of media on Tech OnTap?
 - Responses: 4,018



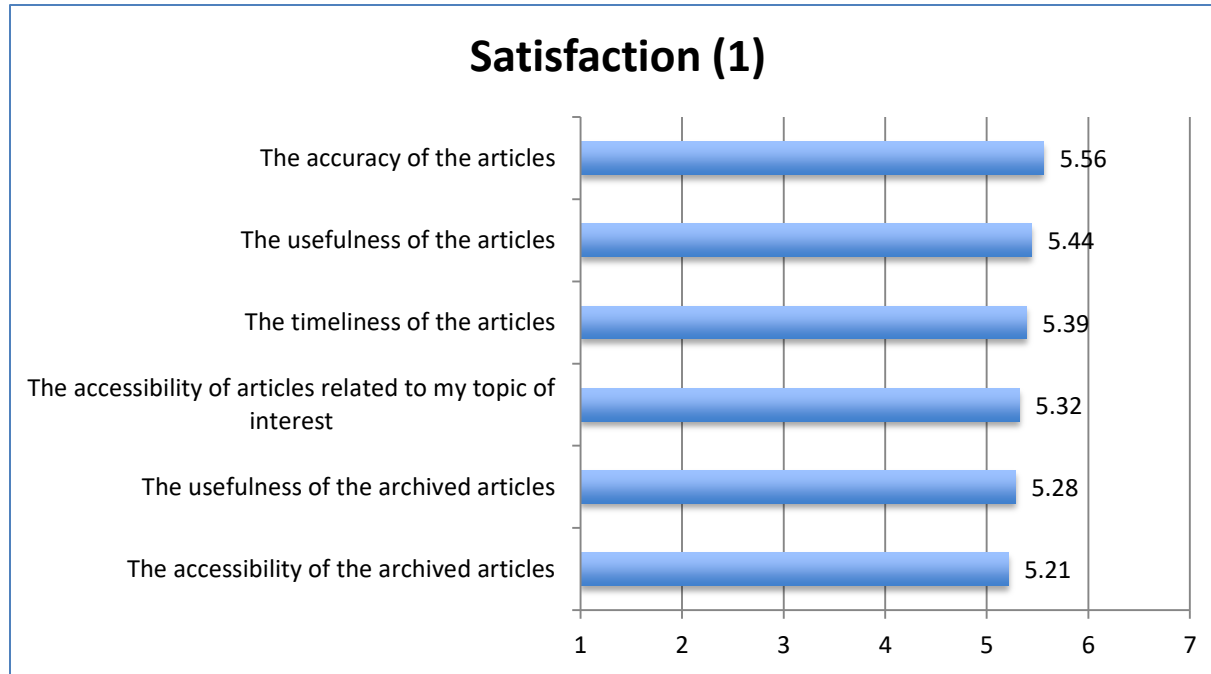
NetApp Tech OnTap | Agenda – Survey Results

- Demographics
- Satisfaction Ratings
- Device Usage
- Sharing and Community



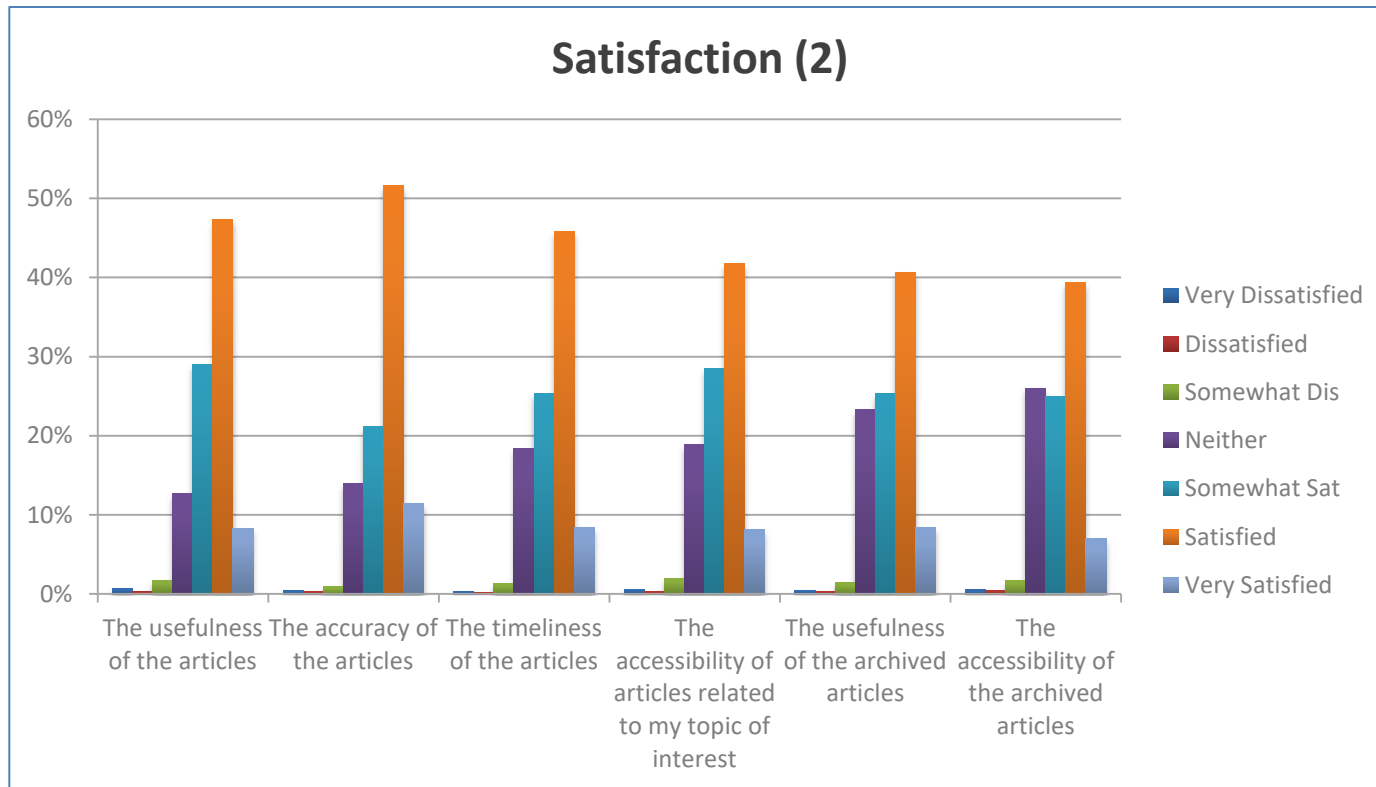
NetApp Tech OnTap Survey | Satisfaction

- Q 20: How satisfied are you with each of the following in the Tech OnTap newsletter?
 - Responses: 3,808



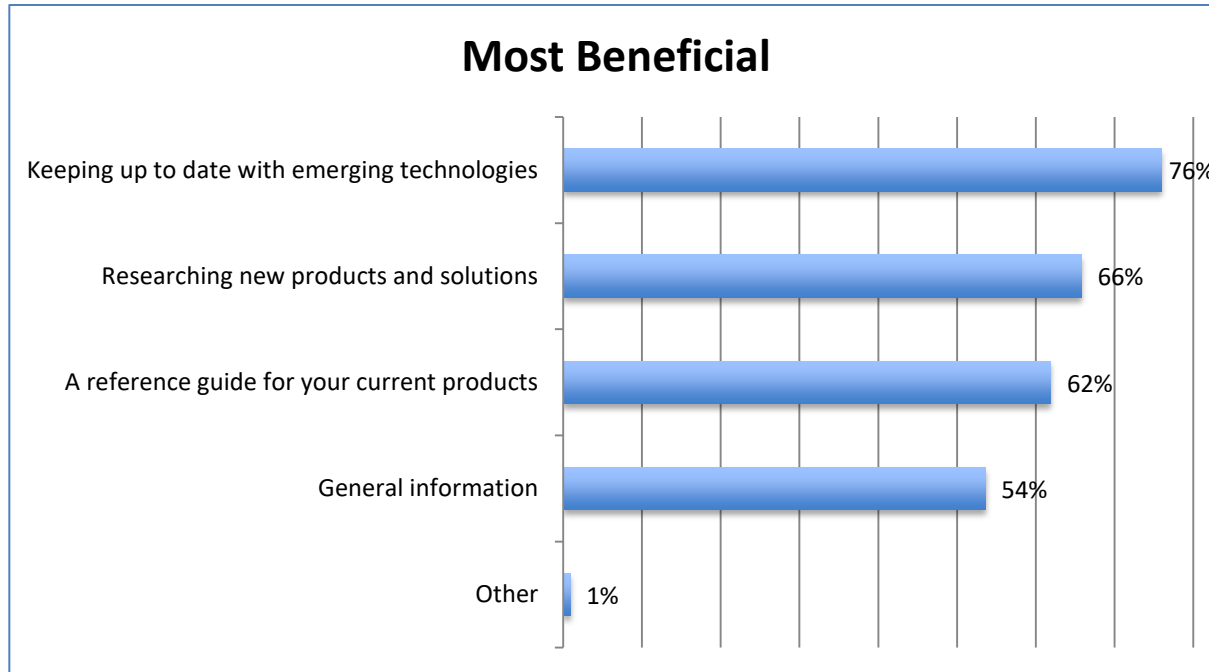
NetApp Tech OnTap Survey | Satisfaction

- Q 20: How satisfied are you with each of the following in the Tech OnTap newsletter?
 - Responses: 3,808



NetApp Tech OnTap Survey | Usage

- Q 21: How is the Tech OnTap newsletter most beneficial to you?
 - Responses: 3,731



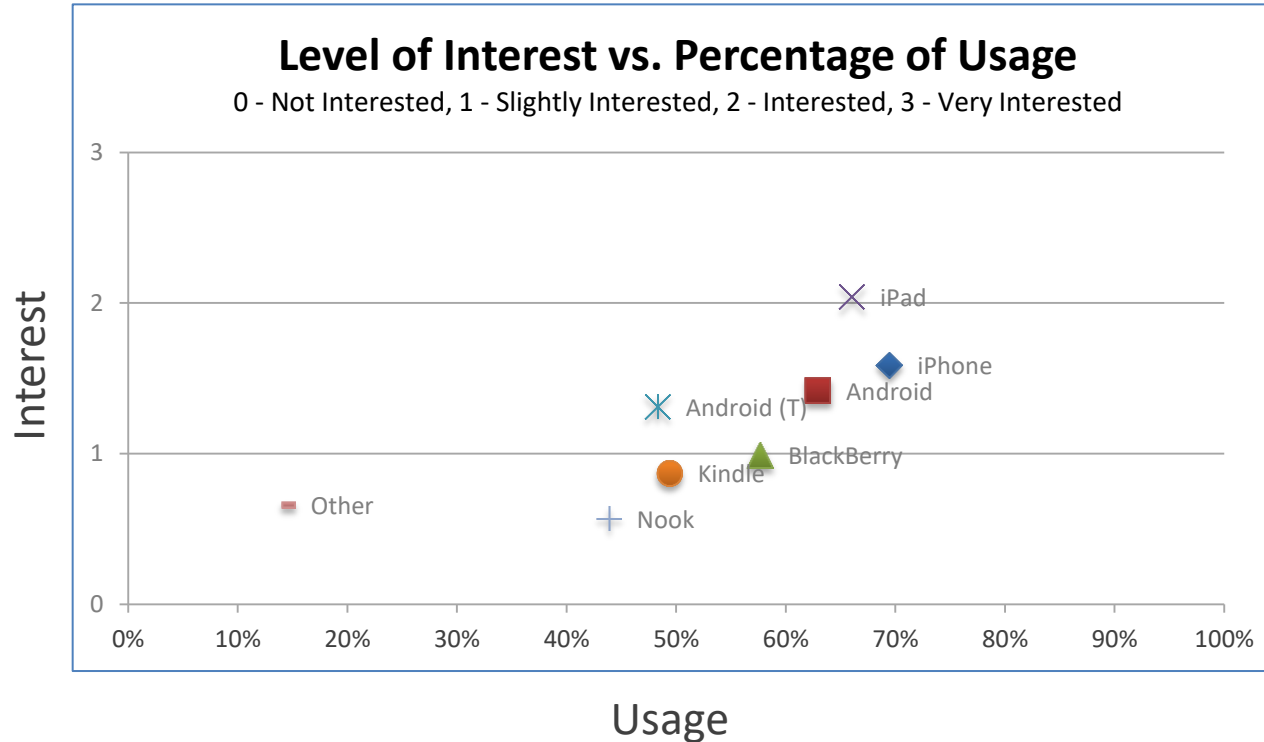
NetApp Tech OnTap | Agenda – Survey Results

- Demographics
- Satisfaction Ratings
- Device Usage
- Sharing and Community



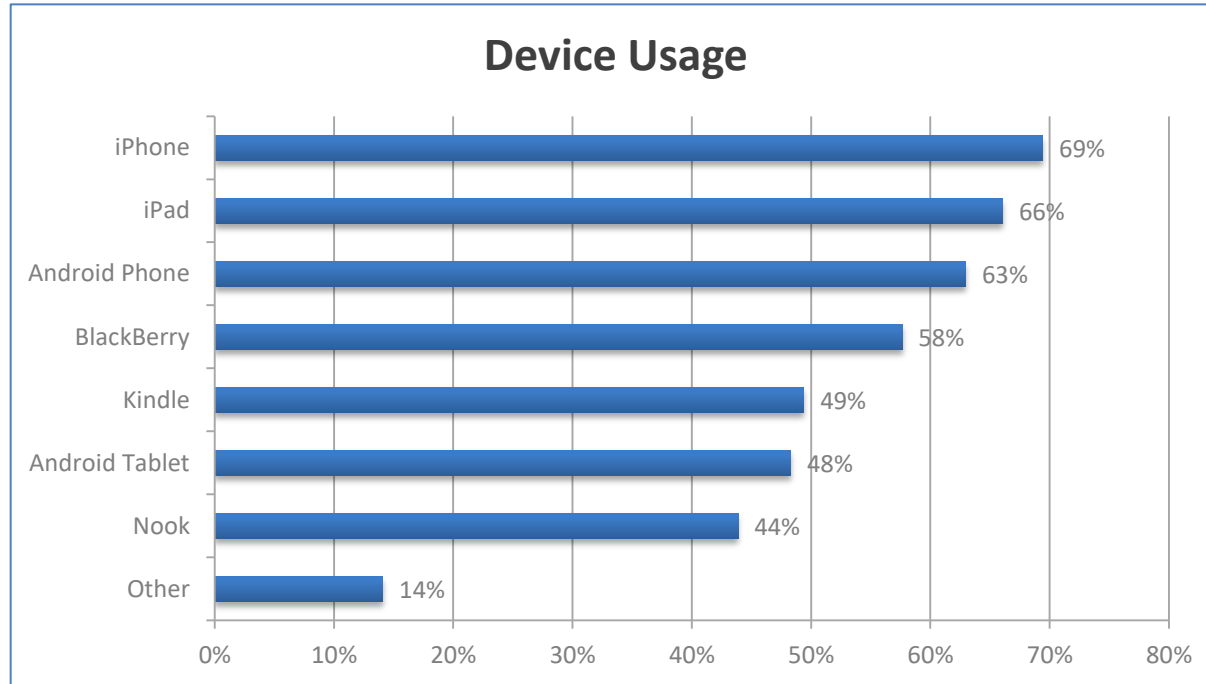
NetApp Tech OnTap Survey | Device Usage

- Q 12: For each handheld device you currently own, please select your level of interest in accessing the Tech OnTap newsletter.
 - Responses: 3,835



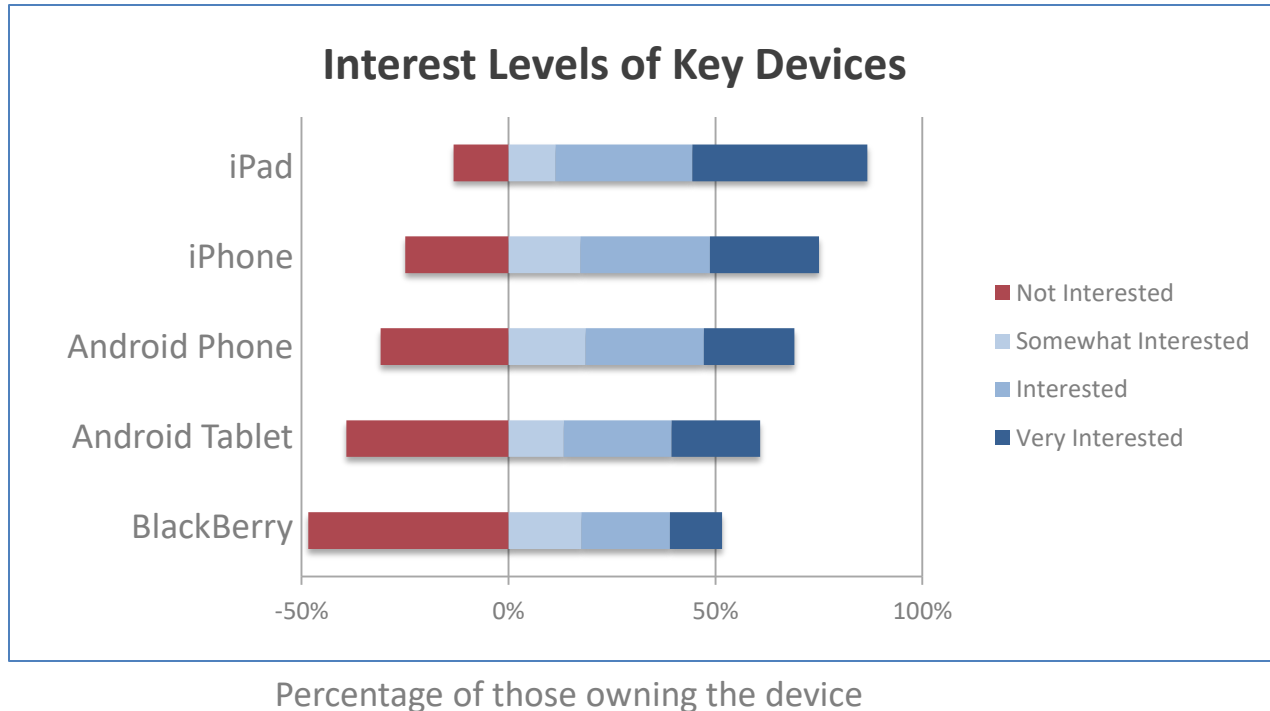
NetApp Tech OnTap Survey | Device Usage

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 - Responses: 3,835



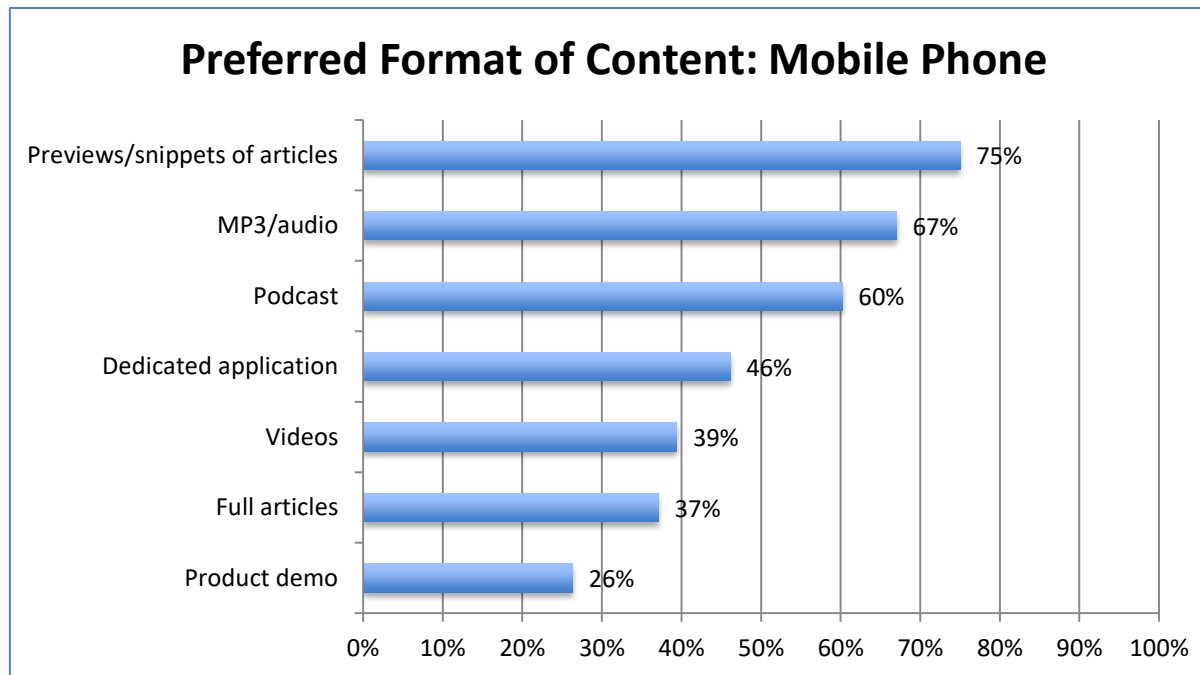
NetApp Tech OnTap Survey | Device Usage

- Q 12: For each handheld device you currently own, please select your level of interest in accessing the Tech OnTap newsletter.
 - Responses: 3,835



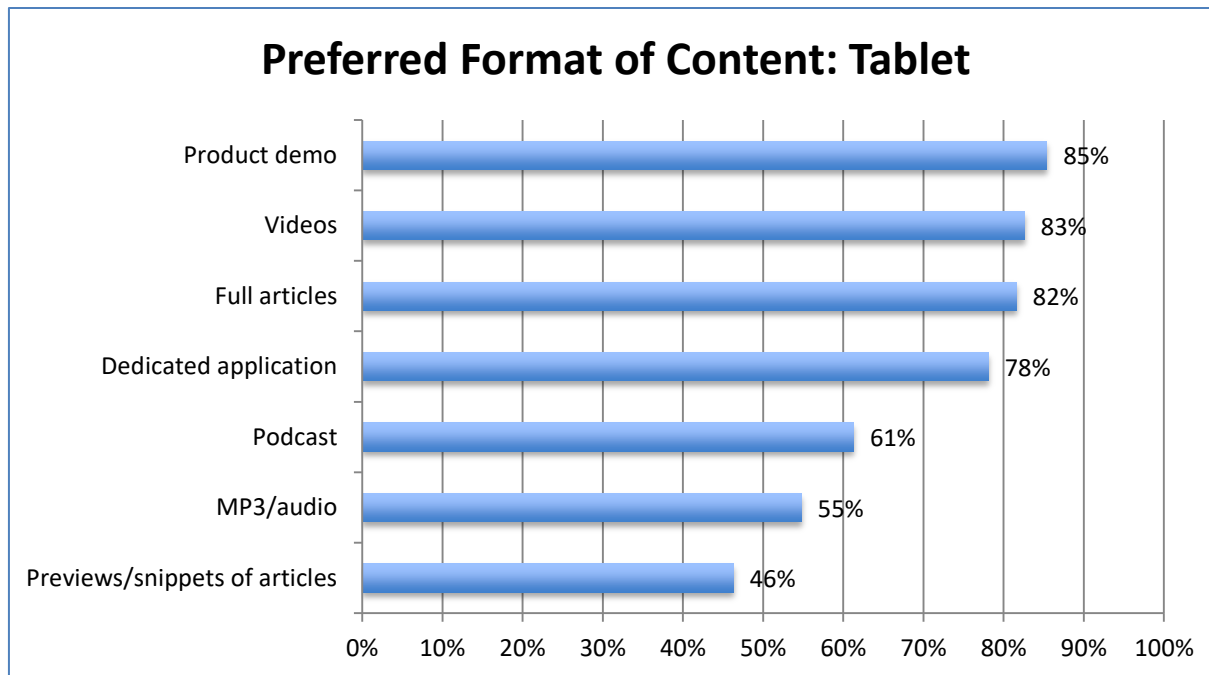
NetApp Tech OnTap Survey | Device Usage

- Q 11: If you were to access the Tech OnTap newsletter on a handheld device (currently or in the future), in what format would you like to see the content?
 - Responses: 3,865



NetApp Tech OnTap Survey | Device Usage

- Q 11: If you were to access the Tech OnTap newsletter on a handheld device (currently or in the future), in what format would you like to see the content?
 - Responses: 3,865



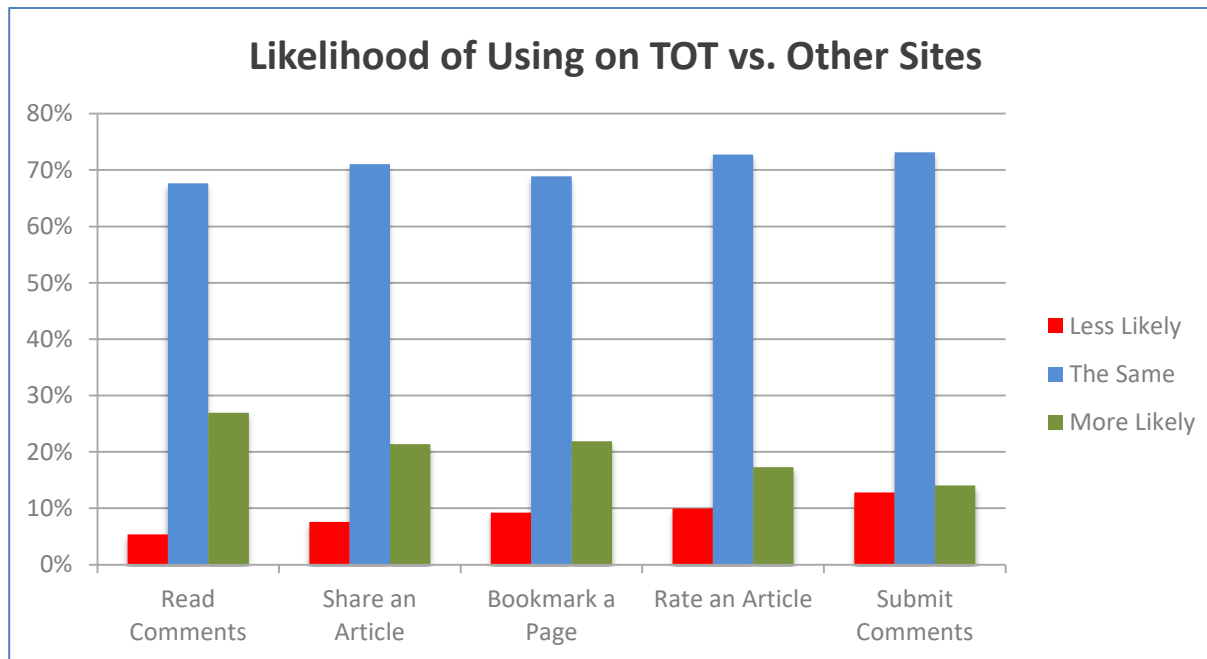
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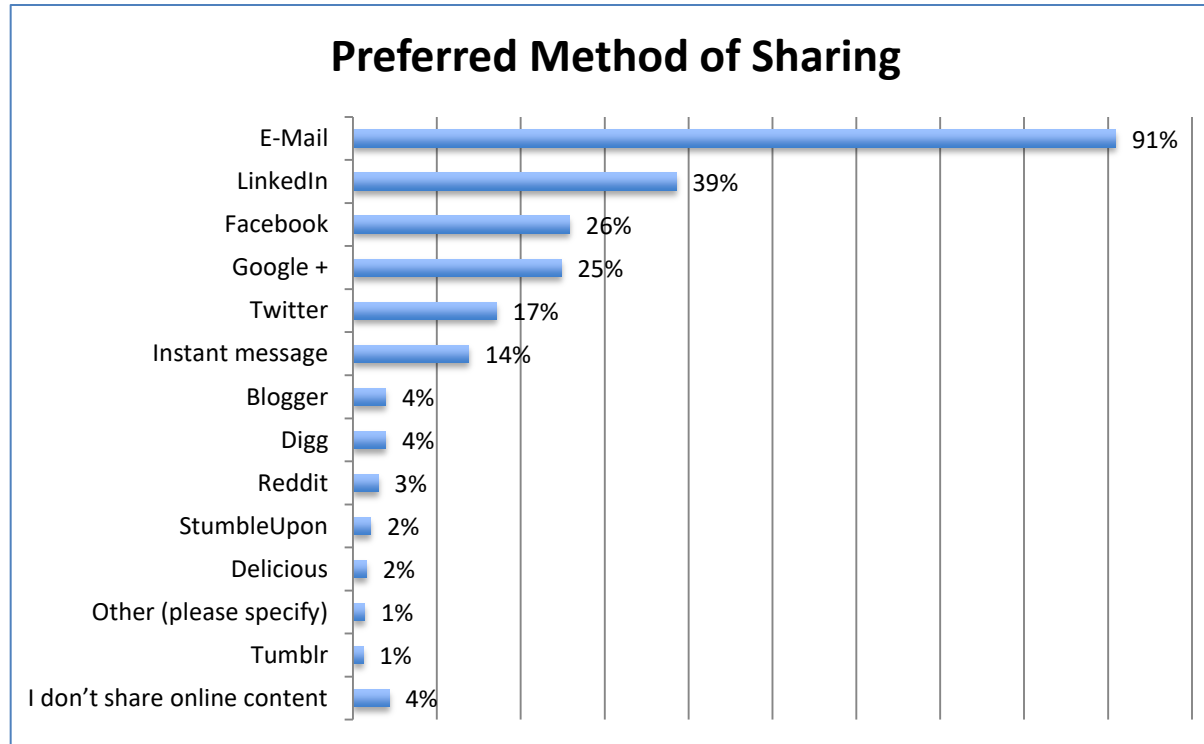
NetApp Tech OnTap Survey | **Sharing / Social**

- Q 15: Based on your past experiences, are you less likely or more likely to use the following features on Tech OnTap than other IT-related Web sites?
 - Responses: 3,843



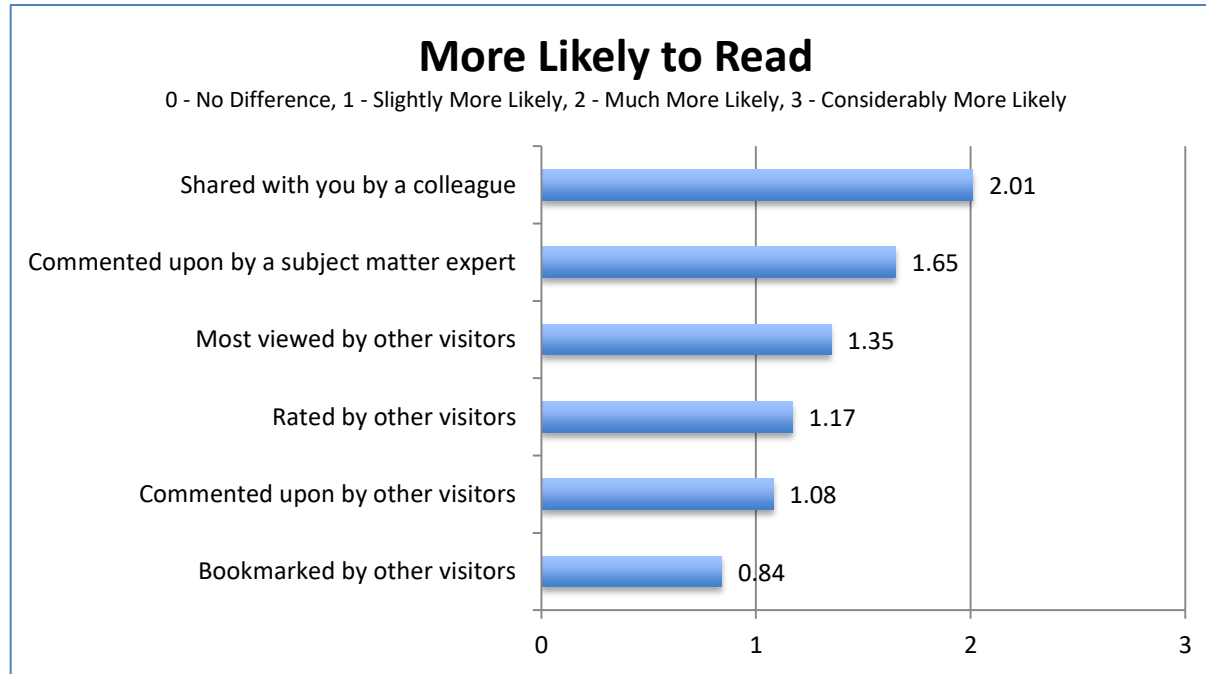
NetApp Tech OnTap Survey | **Sharing / Social**

- Q 18: Which of the following services would you be interested in using to share Tech OnTap content with others?
 - Responses: 3,843



NetApp Tech OnTap Survey | **Sharing / Social**

- Q 19: How much more likely are you to read an article based on the following?
 - Responses: 3,843



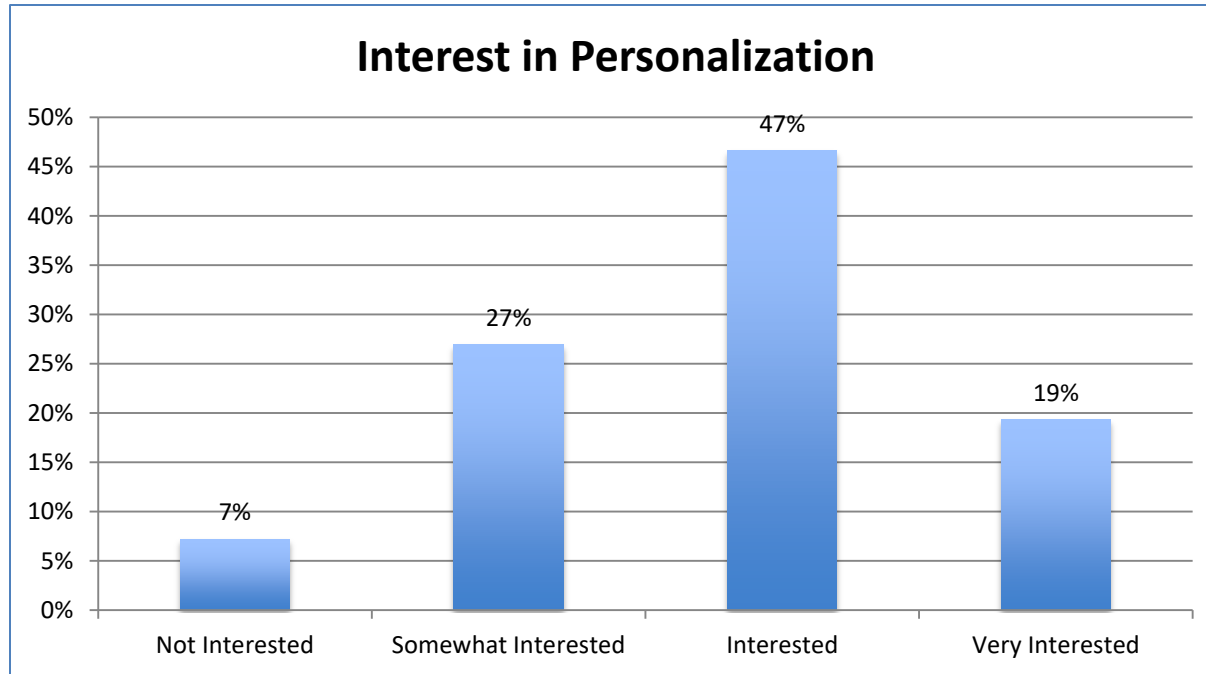
NetApp Tech OnTap Survey | **Sharing / Qualitative**

- Q 16: Can you think of anything that may influence or encourage you to share the Tech OnTap content?
 - Responses: 1,179
- Topics include (not exhaustive):
 - Content
 - Relevant to team or current projects
 - More detailed, technical
 - Provide summaries
 - More innovative topics
 - Case Studies
 - Product Demos
 - Sharing Functionality – providing sharing links
 - Timeliness



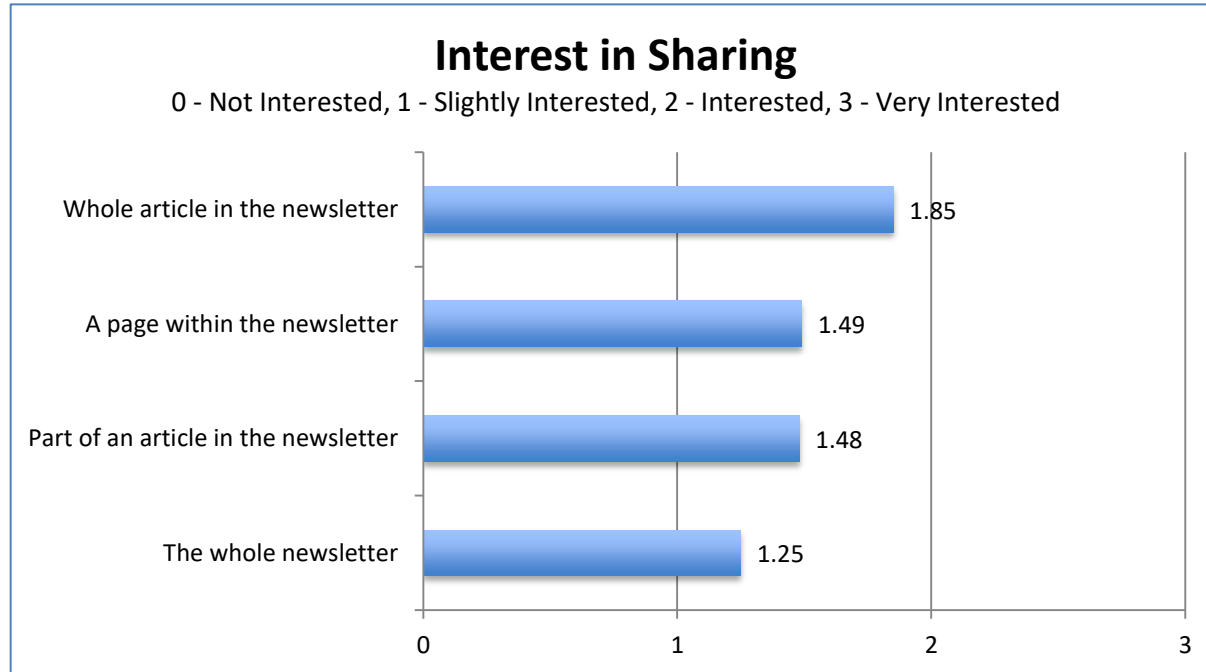
NetApp Tech OnTap Survey | Personalization

- Q 22: How interested would you be in seeing content based on your job role or other preferences?
 - Responses: 3,808



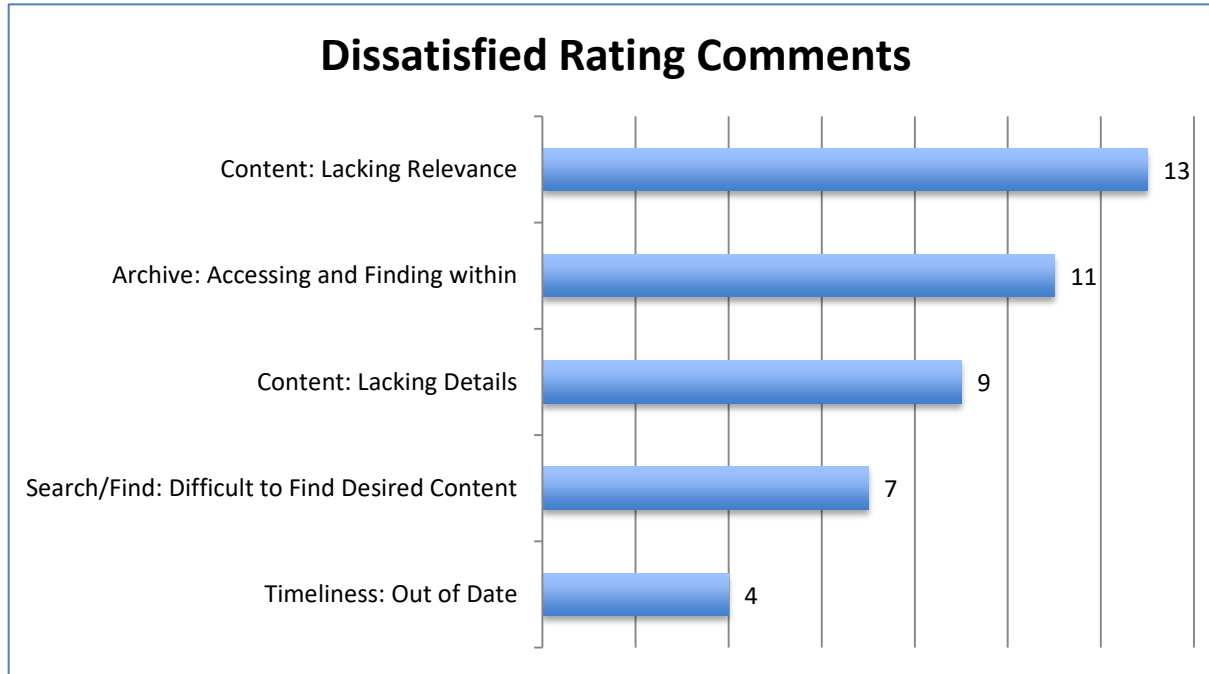
NetApp Tech OnTap Survey | **Sharing / Social**

- Q 17: What is your level of interest in the following sharing capabilities within Tech OnTap?
 - Responses: 3,843



NetApp Tech OnTap Survey | Qualitative - Dissatisfied

- Q 20. Please explain any dissatisfied responses.
 - Submissions: 88



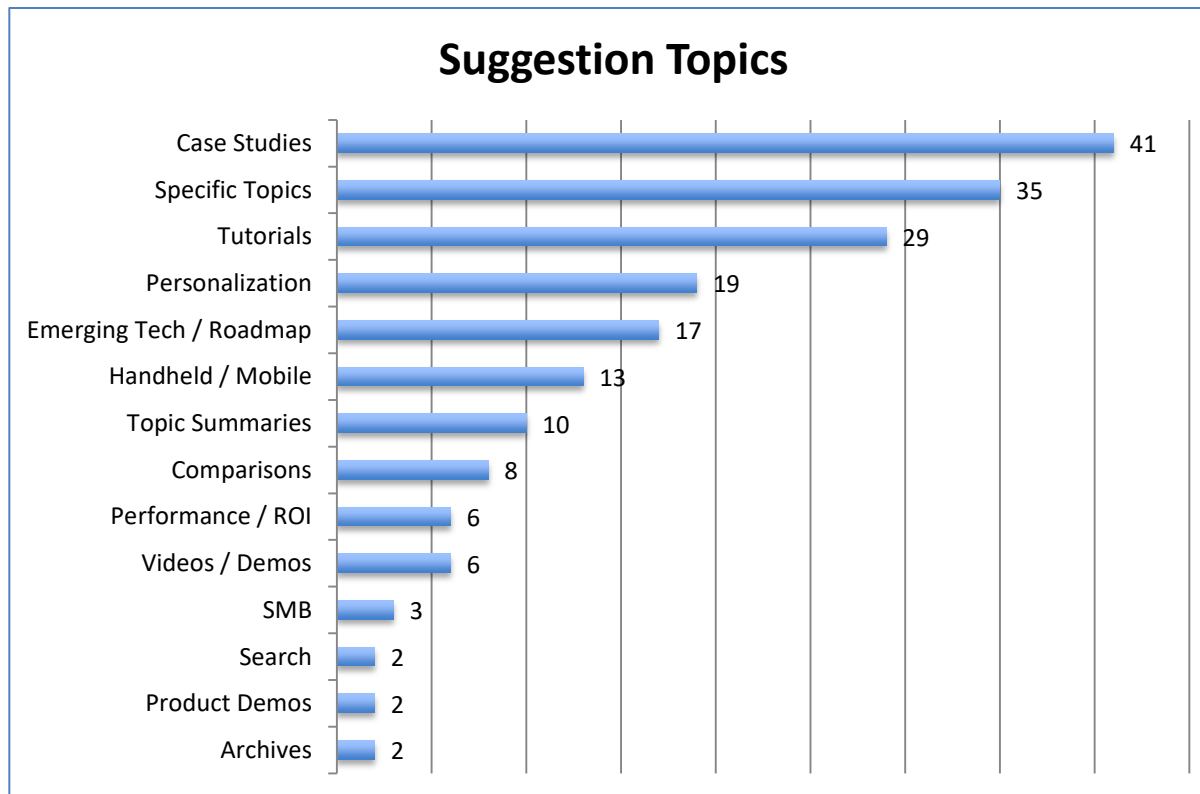
NetApp Tech OnTap Survey | Qualitative - Dissatisfied

- Q 20. Please explain any dissatisfied responses.
 - *“Articles are primarily about the latest sales and marketing topics, rather than help on how to make better use of the products we already own.”*
 - *“Need more Linux based articles. I'm sick of constantly seeing Windows Windows Windows (and some Oracle). Tell us some Open Source benefits and success stories! “*
 - *“Not sure where to lookup older articles. I guess I view them most often when they arrive in my email and the topic sparks an interest.”*
 - *“Need a better window into the archived articles”*
 - *“Articles need more depth or reference to publications with more depth”*
 - *“It's still too marketing-focused and not technical enough. Ever seen Cisco's IP Journal? THAT's a technical newsletter.”*
 - *“In our industry, we hear of new products and offerings well in advance of them being officially described in Tech OnTap. It would be nice to see technologies explained in Tech OnTap sooner.”*



NetApp Tech OnTap Survey | Qualitative - Suggestions

- Q 23: Are there any suggestions you could provide or content you'd like to see that would improve your experience with the Tech OnTap newsletter?
 - Responses: 568



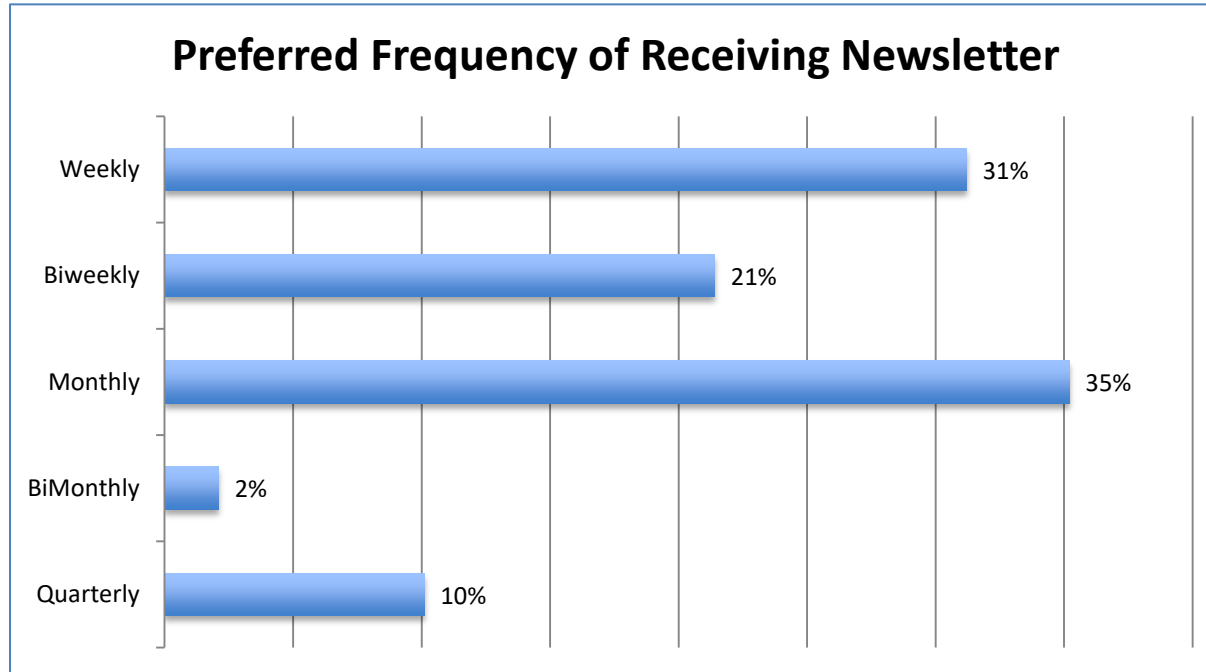
NetApp Tech OnTap Survey | Qualitative - Suggestions

- Q 23: Are there any suggestions you could provide or content you'd like to see that would improve your experience with the Tech OnTap newsletter?
 - *“More direct field articles that show what the products are doing in the field instead of what they are ‘supposed’ to do.”*
 - *“In this era of security concerns, ensure that aspects of Information Assurance are part of most discussions.”*
 - *“Something like problem of the day, where shares an unusual issue and how they resolved it.”*
 - *“Separate articles based on job roles for more directed content.”*
 - *“Upcoming technology and innovative application of the technologies to gain efficiency, lower cost and risk.”*
 - *“Give synopsis of article in 5 sentences or less so someone can read that and be interested enough to open the article.”*



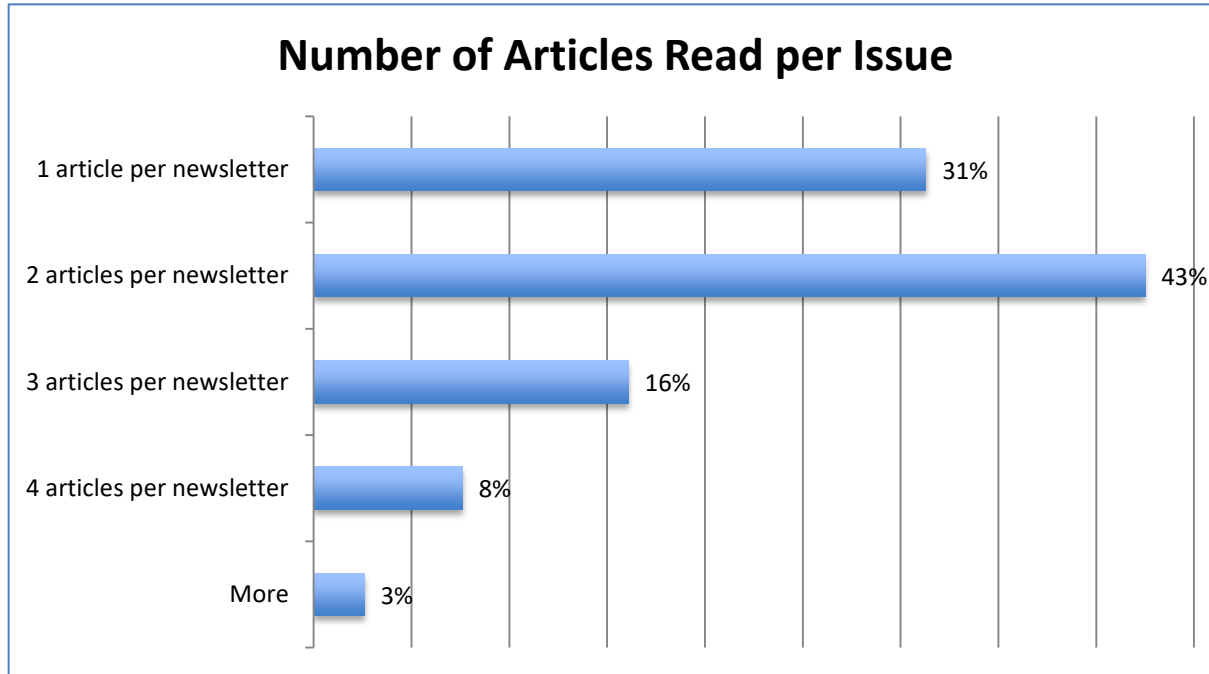
NetApp Tech OnTap Survey | Usage

- Q 7: How frequently would you like to receive the Tech OnTap newsletter?
 - Responses 4,018



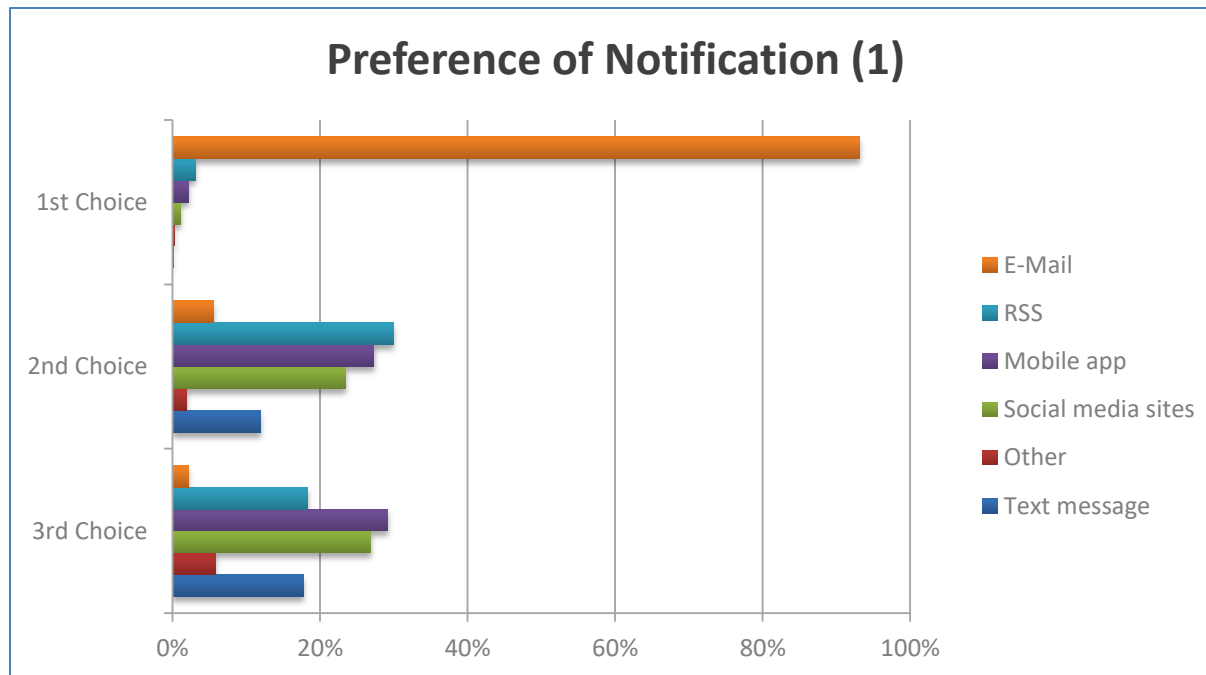
NetApp Tech OnTap Survey | Usage

- Q 8: How many articles do you read in each Tech OnTap newsletter issue?
 - Responses 4,108



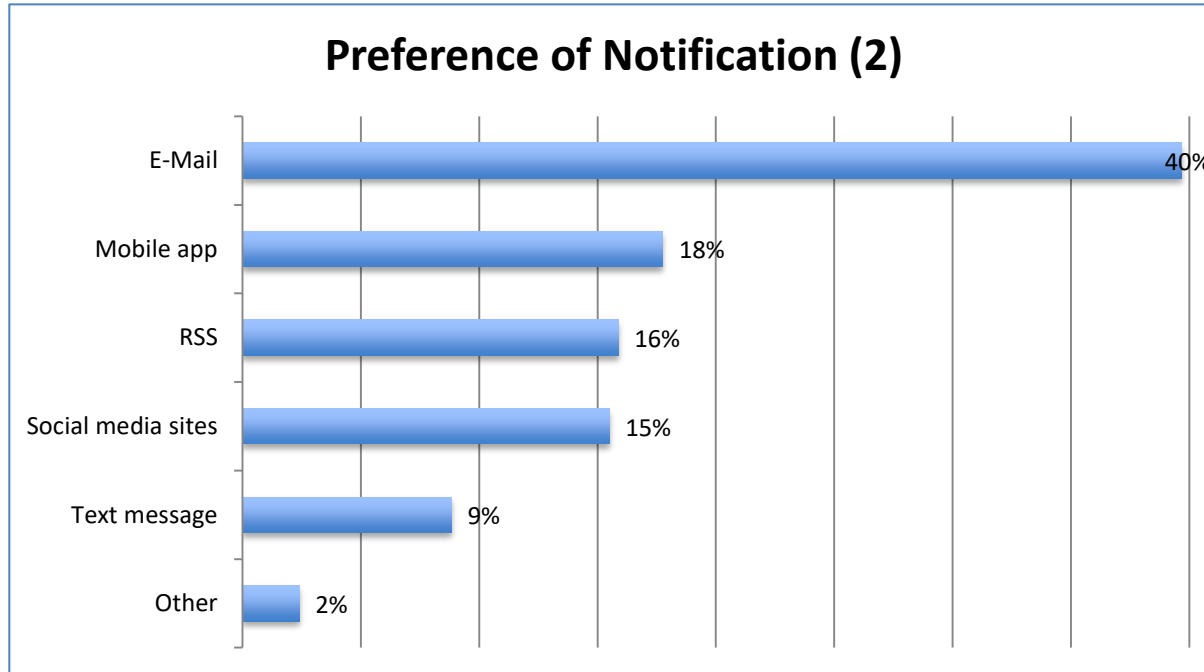
NetApp Tech OnTap Survey | Usage

- Q 9: How would you prefer to be notified when a new Tech OnTap newsletter is available
 - Responses: 4,004
 - Based on numeric choice selections (1st, 2nd, 3rd)



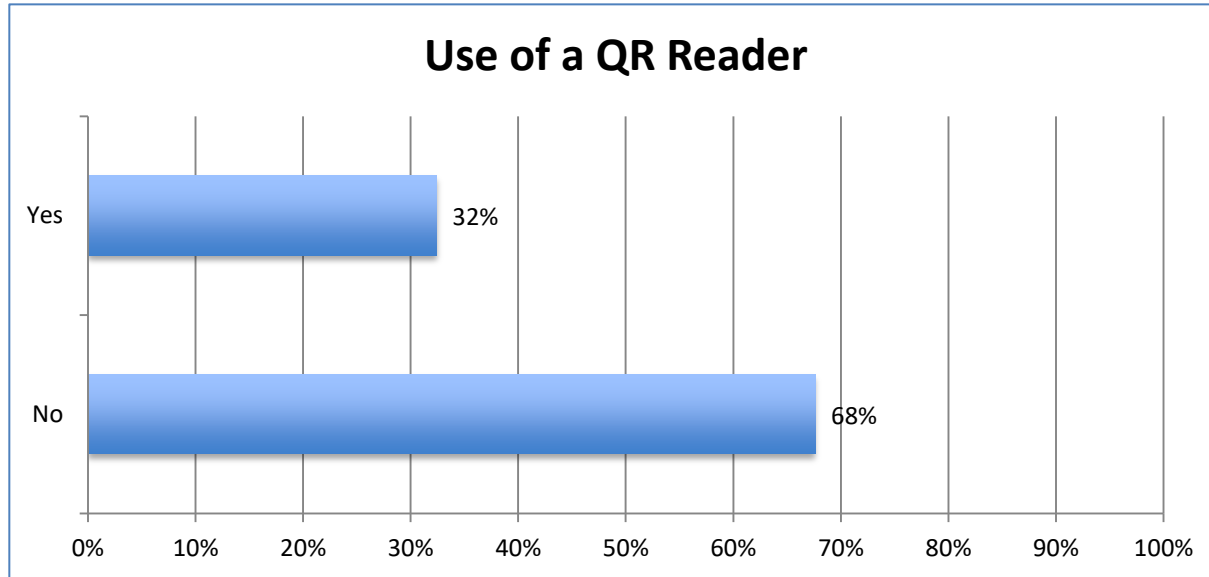
NetApp Tech OnTap Survey | Usage

- Q 9: How would you prefer to be notified when a new Tech OnTap newsletter is available?
 - Based on count of all selections



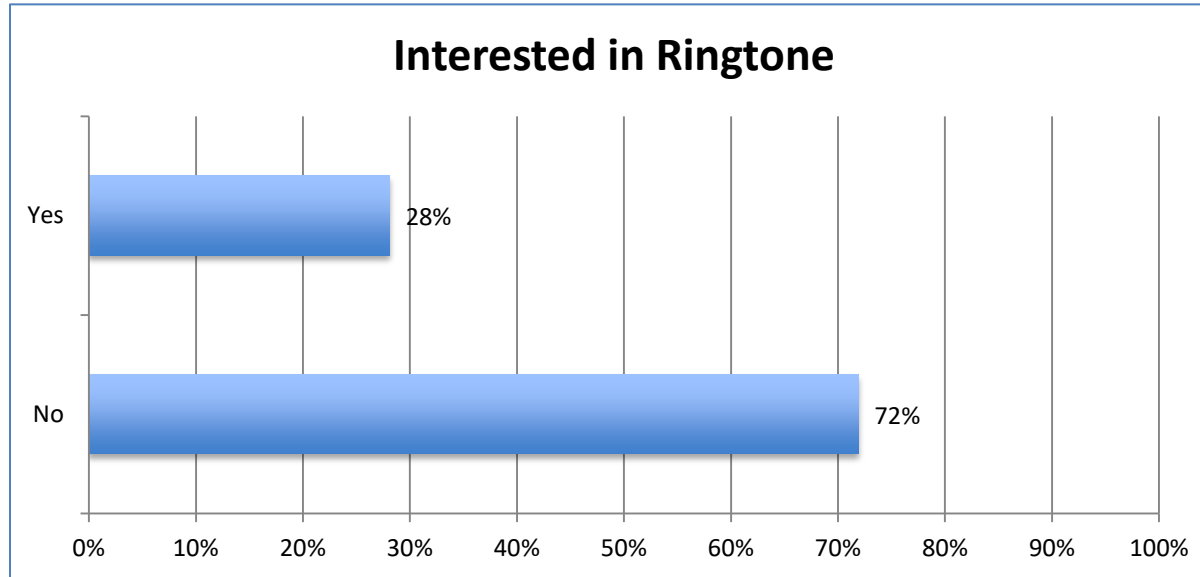
NetApp Tech OnTap Survey | Device Usage

- Q 13: If you have a smart phone, do you use a QR reader to collect and read information?
 - Responses: 3,825



NetApp Tech OnTap Survey | Device Usage

- Q 14: Would you be interested in downloading a ringtone for notifications from the Tech OnTap newsletter?
 - Responses: 3,915



Thank You!

