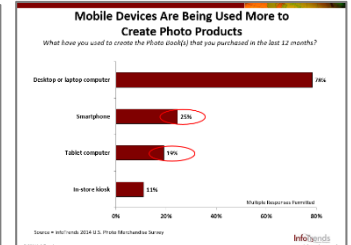
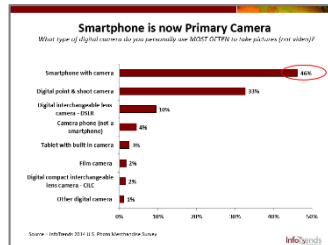


◆ Mobile Devices & The Photo Print Products Market ◆

完成のご案内

米国市場：モバイル印刷 - フォトプリント商材市場

将来のフォト商材市場は、モバイルの活用動向に大きく関連します。それは、スマートフォンが最も頻りに写真を撮るカメラである調査結果をみても明らかです。モバイル機器は、フォト商材の作成プロセスに利用されはじめています。



2014年、当社では以下についての調査を企画いたしました。

- PCではなく、モバイル機器からフォト商材を注文するというアクションは、何によって引き起こされているのか？どのように意思決定がされるのか？
 - What leads consumers to order photo products from their mobile device versus a computer and how is that decision made?
- モバイルから作成・注文をする際に、どのようなチャレンジがあるのか？スマートフォンとタブレットでは、それはどのように異なっているのか？
 - What challenges confront consumers when creating and ordering from a mobile device and how is that different between the smartphone and tablet?
- どんな商品を、消費者はモバイルから注文しているのか？どの会社から、商品を購入しているのか？
 - What types of products are consumers ordering from mobile devices and what companies are they buying them from?
- モバイルからのフォト商材の注文を促進させる要因は？
 - What will lead more consumers to order photo products from mobile devices?

■ 調査方法

- ウェブ調査（1,503件）
 - 主要なフォトアイテム購入の知見レベルにより分類
 - モバイルからのフォト商材の注文経験者
- インタビュー調査（モバイルフォト商材ベンダーおよび販売会社）
 - モバイルフォト商材アプリは、どのように成功するのか？
 - サービス提供者は、モバイルからのフォト商材を促進するためにどのような戦略をとっているのか？
- デスクリサーチ

■ 調査地域

- 米国



■ 調査がご提供する内容

- ユーザがフォト商材を注文するにあたり、(a)どのようにモバイル機器を使っているかに関して、(b)また、どのような商材を購入しているのかに関して、理解をえる

Gain a better understanding of how consumers are using mobile devices to order photo products and what types of products they're buying

- モバイル端末から、どれくらいの量のフォト商材が注文されているのかを把握する

Learn how many photo products consumers are ordering from mobile devices

- ユーザが、作成・注文において経験している「pain points」を理解し、乗り越えるために必要なことを確認する

Learn the “pain points” that consumers are experiencing when creating and ordering from mobile devices and what needs to be done to fix them

- モバイルからのフォト商材注文に関して、ユーザが持っている将来への期待値を確認する

Find out consumer expectations on future ordering of photo products from mobile devices

■ 担当アナリスト

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His responsibilities include product coverage, trend analysis, primary market research, and gathering forecast data for the photo print and photo merchandise markets. Prior to joining InfoTrends, Mr. Haueter acted as Principal Analyst for the Digital Documents & Imaging group at Gartner. In this role, he focused on digital camera, photo printing, inkjet printer, and multifunction product markets.



■ 納品物（詳細は、英文企画書の p.8 をご確認ください）

- 分析レポート
- ウェブ調査集計表

■ スケジュール

- 調査開始： 2015年7月完成

- 調査費用(税別)： US \$11,500
(オプション) オンサイトプレゼンテーション + \$2,000

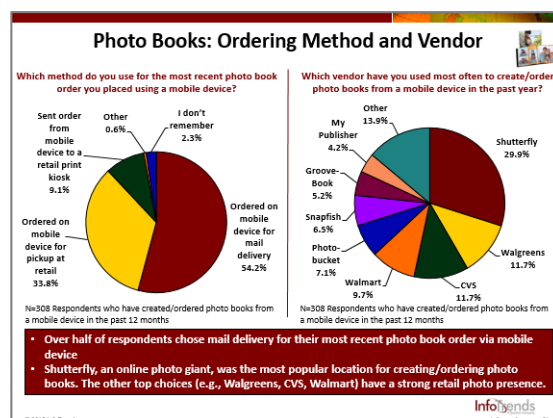
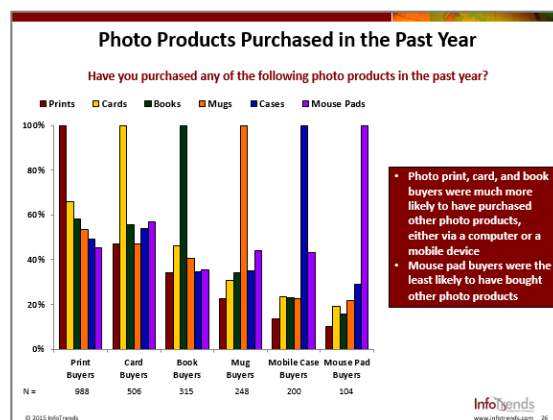
株式会社 インフォトレンドズ: <http://www.infotrends.co.jp/corporate-profile/>

米国のボストンに本社を置く InfoTrends 社の日本法人。デジタルイメージング市場、ドキュメントソリューション市場に特化した調査活動で高い評価を得ており、市場動向の分析レポートの企画販売、コンサルティングサービスを提供。

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