

完成のご案内

◆ Mobile Devices and the Impact on Print ◆

モバイル・プリントへのニーズ・市場チャンスはどこに？ US, Mexico, Brazil, China 市場

Are they mobile workers?
General business users?

ビジネスユーザ



Are they people who use the
devices for personal reason?

一般ユーザ

Mopria Alliance が、シンプルでシームレスなモバイルプリンティング環境を実現するために活動を続けています。将来、モバイルプリントの統一規格が業界浸透し、例えば JR 山手線の各駅にプリントステーションが整備され、ユーザが簡単に印刷でき、企業講座に自動課金されるなどの広域 MPS サービスが普及したとき、どんなシーン(場面)で、どのような潜在ニーズが芽吹くのでしょうか？

当社、モバイル・プリントに特化したユーザ調査から、人々が「どこで、なぜ、何をプリントしたいのか？」についての調査分析を行います。当調査の目的は、モバイル機器からの印刷が行われる可能性がある市場を見つけること、そして、ベンダーのどのようなアクションがモバイル機器からの印刷を増加させる可能性があるかを検証することです。モバイル機器から印刷をしたいと考えるビジネスユーザは、パーソナル利用においても同様なのでしょうか？

ビジネスユーザ

どの種類のビジネスユーザが、モバイル機器から最も印刷をしたい？

- Job description, age, industry, etc...

スマホ・タブレットからの印刷ニーズは、ノート PC のニーズ異なる？

- How do their printing needs from smartphones and tablets differ from notebook use?

モバイル機器からの印刷への希望は、どの場所に存在する？

- Office? Hotel? Airport? Customer or Client location? Starbucks? Print-shop? Home?

印刷したい成果物は何か？

- RFQ/Proposals? Signature required documents?
- Reports? Photos? e-mails? Web pages?

ユーザは、カラー/モノクロへの希望は？

- Do they require color or B/W?

ビジネスユーザがモバイルプリントを利用したい理由は？

- Better reading? Marking? Sharing?

分析

一般ユーザ

どの種類の一般ユーザが、モバイル機器から最も印刷をしたい？

- Life-cycle stage, income, gender

スマホ・タブレットからの印刷ニーズは、ノート PC のニーズ異なる？

- How do their printing needs from smartphones and tablets differ from notebook use?

モバイル機器からの印刷への希望は、どの場所に存在する？

- Home, Office, Starbucks, Hotel? Airport?

印刷したい成果物は何か？

- Photos? e-mails? Web pages? Personal paperwork?

ユーザは、カラー/モノクロへの希望は？

- Do they require color or B/W?

一般ユーザがモバイルプリントを利用したい理由は？

- Better reading? Marking? Sharing?

分析

ビジネスユーザ v.s. パーソナルユーザ → 相違点 / 類似点を分析

ビジネス利用とパーソナル利用に共通した障壁と、両セグメントのユニークな相違点があることを期待します。

■ 調査地域

- 米国、メキシコ、ブラジル、中国



■ 調査スコープ

- アドホックタイプの印刷(その場における印刷) - A focus on ad-hoc printing
- タブレット・スマートフォンのユーザ - Tablet and smartphone users
 - ✓ Why tablet and smartphone vs notebook?
- パーソナル利用 および ビジネス利用 - Personal and professional use

■ 調査方法

- ウェブ調査
 - ✓ 米国 (n=1,000)
 - ✓ メキシコ (n=600)
 - ✓ ブラジル (n=600)
 - ✓ 中国 (n=1,000)
- 既に印刷を行っている、印刷したいユーザセグメントを対象
- ビジネス利用 v.s. パーソナル利用
- セグメント例: 年齢、ライフステージ、
- Apple OS v.s. Android

■ 担当アナリスト

- John Shane (Director) - John Shane is a leading industry expert on marking materials such as toner, OPC, inkjet ink, and cartridges. As a Director for the Communication Supplies Consulting Service, Mr. Shane is responsible for all forecasts, research reports, consulting, and client care concerning those topics. <http://www.infotrends.com/public/Content/Bios/jshane.html>



■ 納品物

- マーケット・モデリング・ツール
- 調査レポート+プレゼンテーション
- 各国データ(Excel)+比較データ(Excel)
- オンライン・プレゼンテーション(オプション)

■ スケジュール

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株式会社インフォトレンドズ (担当: 清水、水村)

〒150-0013 東京都渋谷区恵比寿 1-13-6 恵比寿 ISビル 8F

TEL:03-5475-2663 FAX:03-5475-2710 Email: mail@infotrends.co.jp <http://www.infotrends.co.jp/>

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