

hDC Power Toolboxes Feedback

Thanks for your feedback; it helps us ensure that we are best meeting our customers' needs.

Please answer the questions below and send or fax the completed form to:

Department PT
hDC Computer Corporation
6742 185th Avenue NE
Redmond, WA 98052
Phone: 206.885.5550
Fax: 206.881.9770

Information About You

Name: _____

Address: _____

Phone: _____

Approximately how many hours per week do you use your PC?

Less than 5 5-10 11-20 21-40 More than 40

Approximately how many hours per week do you use Windows?

Less than 5 5-10 11-20 21-40 More than 40

On a scale of 1 (novice) to 5 (advanced), how would you rate yourself as a user of DOS?

1 (novice) 2 3 4 5 (advanced)

On a scale of 1 (novice) to 5 (advanced), how would you rate yourself as a Windows user?

1 (novice) 2 3 4 5 (advanced)

Approximately how many PCs are in use at your site?

1-5 6-25 26-100 101-500 More than 500

Approximately how many of these currently use Windows?

1-5 6-25 26-100 101-500 All of them

Approximately how many are planning to use Windows?

1-5 6-25 26-100 101-500 All of them

Your Computer

On what brand and model of computer do you use Windows most frequently?

Brand: _____ Model: _____

What type of processor does your computer have?

286 386 486

What is the clock speed of your computer?

less than 20 MHz 20 MHz 25 MHz 33 MHz 50+ MHz

How much memory does your computer have?

less than 1 MB 1-2 MB 3-4 MB 5-8 MB more than 8 MB

What size hard disk does your computer have?

less than 50 MB 50-80 MB 81-120 MB 121-200MB more than 200 MB

To what brand of network is your computer connected?

Novell Microsoft LAN Manager Banyan Artisoft
 LanTastic Other Network Product: _____ Publisher: _____
 No Network

Your Magazine Readership

Which of these computer magazines do you read regularly?

Byte Computer Shopper InfoWorld PC Computing
 PC Magazine PC Sources PC Week PC World
 _____ Windows Magazine Windows Tech Journal WUGNET Journal
 Your User Group Newsletter
 Other Magazines (Please List)

If you could read only one of these magazines, which would you read? (Choose one)

Which magazine do you think is the most authoritative about Windows, Windows applications and Windows utilities? (Choose one)

In which of these magazines do you recall seeing editorial coverage of hDC and its products? (Choose as many as apply)

In which of these magazines do you recall seeing advertisements for hDC products? (Choose as many as apply)

Your User Group Membership

Are you a member of a computer user's group? Yes No

If so, which one?

Do you regularly attend the group's meetings?

Are you an officer of the user group of which you are a member?

Your Buying Influences

Which of these factors most influences your decision to buy a software product? (Please rank from 1 to 9)

_____ Advertisements for the product
_____ Experience using a company's other products
_____ Information on the product's package
_____ Recommendation of friends and colleagues
_____ Recommendation of user group member or newsletter
_____ Recommendations from a company "approved" or "preferred" software list
_____ Reputation of the company
_____ Reputation of the product
_____ Reviews of the product in magazines

_____ Other influences? (Please list and rank as many as apply)

Your Windows Utility Usage

Which program do you currently use to launch and manage your Windows applications? (Choose one)

hDC Power Launcher hDC Windows Express Norton Desktop
 Windows Program Manager Windows File Manager
 Other (Please name) Program: _____ Publisher: _____

Which Windows utility programs do you currently use? (Choose as many as apply)

After Dark Amish Utilities AttiTools AutoRun
 BeckerTools Desktop Set Dragnet hDC FileApps
 hDC FirstApps hDC Icon Designer hDC Power Launcher
 hDC Windows Express Icon Do-It NewWave Norton Desktop
 Prompt Rooms Whiskers WideAngle WinTools
 Other (Please list product and publisher for as many as apply)

Your Windows Application Usage

Which Windows Applications do you currently use? (Please list product and publisher for as many as apply)

Of these applications, which one do you use most frequently? (Please choose one)

What portion of your time using Windows is spent using this application?

Do you write your own Windows applications? Yes No

If so, which language products or development systems do you use? (Please list product and publisher for as many as apply)

Your Favorite Application Program

What is your favorite application, on any computer, on any operating system, at any time, for any purpose?

Product: _____ Publisher: _____

Why?

Your View of hDC as a Company

Please indicate the extent to which you agree or disagree with the following statements about hDC and its products. 1 indicates strong disagreement, 5 indicates strong agreement. Circle the appropriate number.

About hDC in General

Disagree

Agree

| | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | hDC is a technological leader in Windows utilities |
| 1 | 2 | 3 | 4 | 5 | hDC is an easy company to deal with |
| 1 | 2 | 3 | 4 | 5 | hDC has excellent customer service |
| 1 | 2 | 3 | 4 | 5 | hDC has excellent technical support |
| 1 | 2 | 3 | 4 | 5 | hDC keeps me informed of new products |

hDC Products Overall

| Disagree | | | | Agree | | | | |
|----------|---|---|---|-------|--|---|---|---|
| 1 | 2 | 3 | 4 | 5 | hDC produces reliable, bug-free products | | | |
| 1 | 2 | 3 | 4 | 5 | hDC products have excellent performance | | | |
| 1 | 2 | 3 | 4 | 5 | hDC products are innovative | | | |
| 1 | 2 | 3 | 4 | 5 | hDC products are documented well | | | |
| 1 | 2 | 3 | 4 | 5 | hDC products improve my productivity | | | |
| 1 | 2 | 3 | 4 | 5 | hDC products are generally a good value | | | |
| 1 | 2 | 3 | 4 | 5 | hDC products meet or exceed my expectations | | | |
| 1 | 2 | 3 | 4 | 5 | hDC products are updated more frequently than I like | | | |
| 1 | 2 | 3 | 4 | 5 | hDC products are updated less frequently than I like | | | |
| 1 | | | | 2 | 3 | 4 | 5 | I would buy an innovative hDC application that served my needs and cost more than \$199 |
| 1 | 2 | 3 | 4 | 5 | I would buy other hDC Windows utilities | | | |

hDC User Interface

| Disagree | | | | Agree | |
|----------|---|---|---|-------|--|
| 1 | 2 | 3 | 4 | 5 | hDC products are easy to learn |
| 1 | 2 | 3 | 4 | 5 | hDC products are easy to use |
| 1 | 2 | 3 | 4 | 5 | hDC user interfaces are inviting |
| 1 | 2 | 3 | 4 | 5 | hDC products look good on my screen |
| 1 | 2 | 3 | 4 | 5 | hDC products are too complicated |
| 1 | 2 | 3 | 4 | 5 | hDC products do not provide enough functionality |

hDC Packaging

| Disagree | | | | Agree | |
|----------|---|---|---|-------|---|
| 1 | 2 | 3 | 4 | 5 | hDC products come in attractive packages |
| 1 | 2 | 3 | 4 | 5 | hDC product packages give me too much information |
| 1 | 2 | 3 | 4 | 5 | hDC product packages give me too little information |

Power Toolboxes

Where did you get your copy of hDC Power Toolboxes?

How much have you used it so far?

On a scale of 1 (useless) to 5 (invaluable), how would you rate Power Toolboxes' value?

Would you pay \$49.95 for this product in a store?

Do you have any suggestions for improving Power Toolboxes?

Thanks for your feedback!