

## HHC 2007 Questionnaire

Included with the HHC 2007 Conference envelope was a single page Questionnaire. Each attendee was asked to complete the questionnaire and 44 of the 65 (67.7%) attending did so. It is important to remember that this group is a knowledgeable and experienced group of HP calculator users. The choices were designed to avoid fence sitters. Normally the choices are scaled A to E with C being in the middle. The middle choice was intentionally left out. Here are the results.

1. Which quality is **most important** to you regarding HP calculators?

- A. Convenience    B. Most Accurate    C. Low Cost    D. High Quality    E. Ruggedness

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	Convenience	2	4.5	D	High Quality	33	75.0
B	Most Accurate	5	11.4	E	Ruggedness	3	6.8
C	Low Cost	0	0	(1)	Adaptability	1	2.3

(1) Added by one person: Adaptability. Total responses: 44, 100%

**Conclusion:** Three out of every four serious HP fans rate quality as the most important aspect of HP calculators.

2. Which quality is the **least important** to you regarding HP calculators?

- A. Convenience    B. Most Accurate    C. Low Cost    D. High Quality    E. Ruggedness

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	Convenience	3	6.7	E	Ruggedness	1	2.3
B	Most accurate	1	2.3	(2)	All	1	2.3
C	Low Cost	34	77.3	(3)	Too Retro	1	2.3
D	High Quality	1	2.3	(4)	No Answer	2	4.5

(2) Added by one person: All factors.

(3) Added by one person: Too Retro. Total responses: 44, 100%

(4) No answer given.

**Conclusion:** Three out of every four serious HP fans consider price as the least important aspect of HP calculators.

3. Which single area would you like to see **more HP research** and development resources expended?

- A. Longer Battery Life    B. Larger More Readable Displays    C. More Reliable Memory  
 D. More testing before new products are released    E. Greater Math Accuracy    F. Peripherals  
 G. Wireless I/O.

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	Longer Battery Life	0	0	E	Greater Math Accuracy	2	5.6
B	Larger More readable Displays	14	38.8	F	Peripherals	5	13.9
C	More Reliable Memory	1	2.8	G	Wireless I/O	2	5.6
D	More Pre-release Testing	12	33.3				

The choices offered were not acceptable to 8 of the people who responded. They added their own: RPN for middle school, 1; Multiple choices, 1; No answer, 3; Design, 1; Features, 1; Customer Demographics, 1. These were not counted in the statistics in the table above.

**Conclusion:** *The bulk of the respondents are about equally split in wanting Larger More Readable Displays and more pre-release product testing. This certainly corresponds to the age group and their desire for higher quality as expressed in question 1.*

4. If HP were to **re-release a legacy calculator** which model would be most appealing to you?  
 A. HP-15C    B. HP-42S    C. HP-16C    D. HP-71B

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	HP-15C	5	11.6	C	HP-16C	8	18.6
B	HP-42S	22	51.2	D	HP-71B	8	18.6

One respondent did not answer this question and the percentages are based on 43 respondents.

**Conclusion:** *By far the most respondents wanted the vertical format HP-42S calculator if a legacy machine is re-produced by HP. The specialized machines, the HP-16C and HP-71B were equal in their popularity. The HP-15 C finished last.*

5. Do you expect that a programmable machine like the HP35s should have a form of **program loading and backup** such as a USB port or SD card?    A. YES    B. NO

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	YES	39	90.7	B	No	4	9.3

One respondent did not answer this question and the percentages are based on 43 respondents.

**Conclusion:** *It is very clear that the respondents want a programmable machine with a moderately rich instruction set and multi-kilobyte memories need a convenient means of loading programs and backing up memory.*

6. How important is the keyboard design of having a **raised edge around the keyboard** to protect the keys such as used for the Classic, Woodstock, Sting, Roo, Titan, Spice, Nut, Voyager, Pioneer, and Charlemagne series of machines?    A. Very Important    B. Not Very Important    C. Unimportant    D. Doesn't Matter

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	Very Important	25	61.0	C	Unimportant	3	7.3
B	Not Very Important	11	26.8	D	Doesn't Matter	2	4.9

One respondent did not answer this question and two others had their own answers and the percentages are based on 43 respondents.

**Conclusion:** *If the question is to have the raised edge or not  $61.0 + 26.8 = 87.8$  percent of the respondents want the raised edge.*

7. How important is the use of **soft menu keys**?    A. Very important    B. Not very important    C. Unimportant    D. Doesn't matter

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	Very Important	37	86.0	C	Unimportant	1	2.3
B	Not Very Important	5	11.7	D	Doesn't Matter	0	0

One respondent did not answer this question and the percentages are based on 43 respondents.

**Conclusion:** *If the question is to use menu soft keys or some other user interface 86.0 + 11.7 = 97.7 percent prefer the soft menu interface.*

8. If you could describe what you **expect of HP calculators** in a single word or concise phrase what would that be?

Answer	No.	%	Answer	No.	%	Answer	No.	%
Best Quality	16	40.0	Documentation	1	2.5	Precision	1	2.5
No answer	4	–	Easy to Use	1	2.5	Programmability	1	2.5
Accuracy	2	5.0	Essential	1	2.5	Solution for problems	1	2.5
Reliability	2	5.0	Excellence	1	2.5	Speed	1	2.5
Well Engineered	2	5.0	41	1	2.5	Unclear	1	2.5
Adaptable	1	5.0	More	1	2.5	Usability	1	2.5
Cool	1	2.5	Rugged	1	2.5	Versatile	1	2.5
Customizability	1	2.5	Powerful	1	2.5			

Four people did not have an answer and the percentages are based on 40 respondents.

**Conclusion:** *Just as in question 1 quality once again is on the mind of the respondents in describing HP calculators.*

9. How important are **unit conversions**? A. Very important B. Not very important  
C. Unimportant D. Doesn't matter

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	Very Important	19	44.2	C	Unimportant	6	13.9
B	Not Very Important	16	37.2	D	Doesn't Matter	2	4.7

One respondent did not answer this question and two others had their own answers and the percentages are based on 43 respondents.

**Conclusion:** *Unit Conversions are considered important with 44.2 + 37.2 = 81.4 of the respondents.*

10. Have you **written a program** on an HP calculator in the last year? A. YES B. NO

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	YES	30	68.2	B	No	14	31.8

**Conclusion:** *Over 2/3rds of the HHC 2007 respondents are still writing programs.*

11. How important is it that a **financial calculator have basic scientific functions**? A. Very important  
B. Not very important C. Unimportant D. Doesn't matter

Ltr	Choice	No.	%	Ltr	Choice	No.	%
A	Very Important	21	48.8	C	Unimportant	7	16.3
B	Not Very Important	25	25.6	D	Doesn't Matter	2	9.3

One respondent had an unclear answer to this question and the percentages are based on 43 respondents.

12. How many (approximately) HHC's have you **previously attended**? A. NONE B. 1 C. 2  
D. 3-5 E. 6-7 F. 8-10 G. 11-15. H. 15-20 I. >20.

	Answer	No.	%		Answer	No.	%		Answer	No.	%
A	NONE	14	31.8	D	3-5	11	25.0	G	11-15	2	4.5
B	1	1	2.3	E	6-7	5	11.4	H	15-20	1	2.3
C	2	6	13.6	F	8-10	3	6.8	I	>20	1	2.3

**Conclusion:** Nearly 1/3<sup>rd</sup> of the respondents said that they were attending an HHC for the first time. The next highest number, 25%, had attended at least three previous HHC's.

13. If this is your **first HHC** could you please tell us why you decided to attend this year

Answer	No.	%	Answer	No.	%
Close By, 35s	3	21.4	Share Ideas	1	7.1
Circumstances allowed	2	14.3	Meet With Friend	1	7.1
What's Coming Next	1	7.1	HP Museum Information	1	7.1
To Present Program	1	7.1	Meet HP Museum People	1	7.1
HP's 35 <sup>th</sup> Celebration	1	7.1	Came With Husband	1	7.1
Pressured By Others	1	7.1			

**Conclusion:** The unexpected high number of attendees came because of HP's 35<sup>th</sup> year celebration, circumstance, and publicity and were not old time HHC attendees.

## Summary

The vast majority of HHC 2007 attendees consider quality most important and price the least important aspect of HP's calculators. They want more readable displays and fewer bugs (increased pre-release testing). Most write programs and would prefer an HP-42S legacy calculator. Program loading and memory back up is just as important as the raised edge that HP is famous for in protecting its keys. Soft Menu keys and Unit Conversions are Important. Nearly 1/3 of HHC 2007 attendees were first timers.

Richard J. Nelson  
October 9, 2007