

Palm Pre – User Generated Content Report, May 2010

A Detailed Study of User Sentiment for the Palm Pre
Smartphone

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Executive Summary

This study was undertaken to ascertain user sentiments in relation to the Palm Pre smartphone. This report provides insight through a blow-by-blow comparison of user viewpoints pertaining to 21 features of Palm Pre.

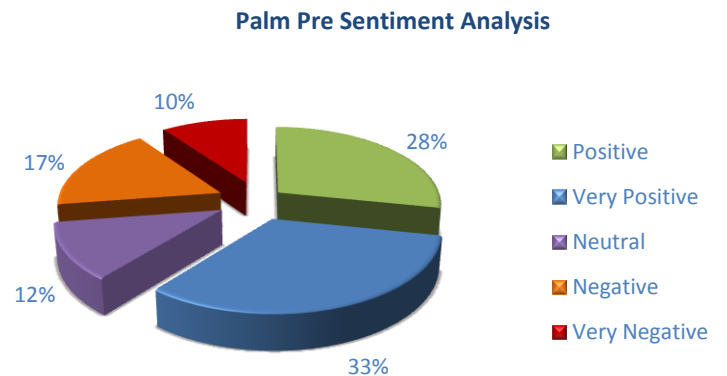
Palm Pre Scores High on Positive Sentiments

150 posts were analyzed to gauge the popularity of the Palm Pre among users. These posts comprise expert reviews, user reviews, blog posts, user comments, and forum discussions. Further information on website selection is included within the Methodology section of this document.

Posts were rated as very positive, positive, neutral, negative, and very negative. Out of 1,234 mentions pertaining to Palm Pre:

- 403 are very positive
- 348 are positive
- 216 are negative
- 122 are very negative
- 145 are neutral

(Note: The percentages in the above graph are rounded off)

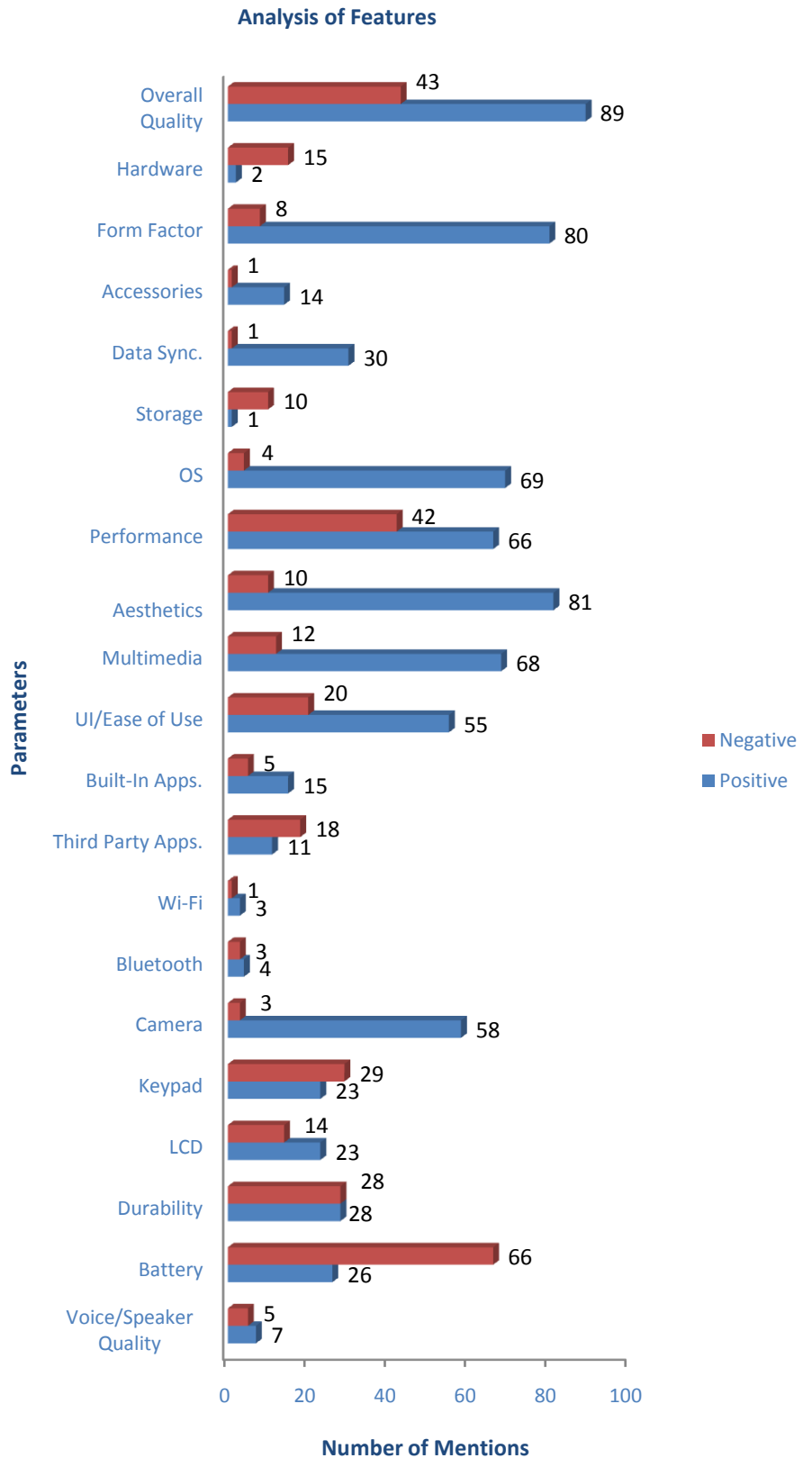


Palm Pre's WebOS, intuitive User Interface and aesthetics are the most admired aspects

21 parameters were short listed, for the purpose of rating. These parameters were selected as they were most prominently discussed by the online community.

Following are some of the key findings of our opinion analysis:

- > WebOS is one of the most positively rated parameters
- > Users are appreciative of the intuitive user interface of Palm Pre
- > Performance of the phone scores in the positive, though reportedly insufficient RAM imposes limitations
- > The Pre has good multimedia support
- > Phone durability is not up to the mark due to poor hardware
- > Battery life comes across as the biggest drawback of the Palm Pre



Methodology

This study is based on reviews posted by users of the Palm Pre smartphone. 150 posts were collected from consumer technology review sites, cell phone reviews sites and a social media channel. The websites sourced for sampling average a page rank of 5.375, and an average traffic of 369,912 users a day. The names and links of the sites are presented in the following table:

Site	Page rank ¹	Traffic ² (Unique visitors for the month March, 2010)
sprint.com	7/10	7,461,818
cnet.com	9/10	22,994,851
gdgt.com	7/10	230,992
youtube.com	9/10	91,690,636
pcworld.com	5/10	6,236,951
gsmarena.com	4/10	343,056
consumerreports.org	7/10	3,396,713
letstalk.com	6/10	504,125
alatest.com	6/10	152,608
reghardware.co.uk	7/10	131,750
tracyandmatt.co.uk	5/10	12,462
Howardchui.com	3/10	12,626
Dramforum.net	5/10	NA
Laptopmemo.com	3/10	NA
Mobilesyrup.com	3/10	NA
Mobiles-phones-uk.org	0/10	NA

User sentiments pertaining to the 21 parameters were gauged by analyzing each of the 150 posts. Accordingly, these posts were rated as positive, very positive, neutral, negative and very negative.

The overall user sentiment analysis was done by calculating the total number of positive, very positive, neutral, negative and very negative mentions spanning 21 parameters.

Similarly, individual feature analysis was done by calculating the total number of positive, very positive, neutral, negative and very negative mentions for a specific parameter.

The activity analysis was done by calculating the total number of posts cited in each week spanning 3 months (from February 19, 2010 to May 19, 2010).

The opinion trend line was plotted by calculating the total number of positive, very positive, neutral, negative and very negative mentions. This calculation was done on a weekly basis spanning 3 months (from February 19, 2010 to May 19, 2010)

¹ www.prchecker.info

² www.compete.com

Analysis of Features

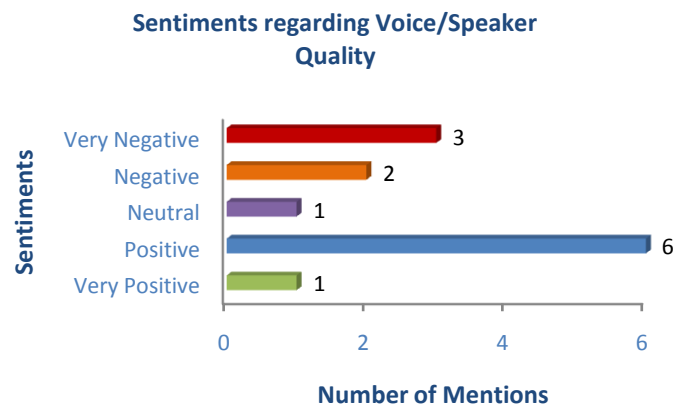
In this section the key findings based on user opinions of Palm Pre's features are presented.

1. Voice/Speaker Quality

Sound quality, durability, and speaker performance were the aspects for rating this parameter.

It has been reported that the phone has very good voice quality.

However, the speakers of the phone are not durable and could have better audibility.

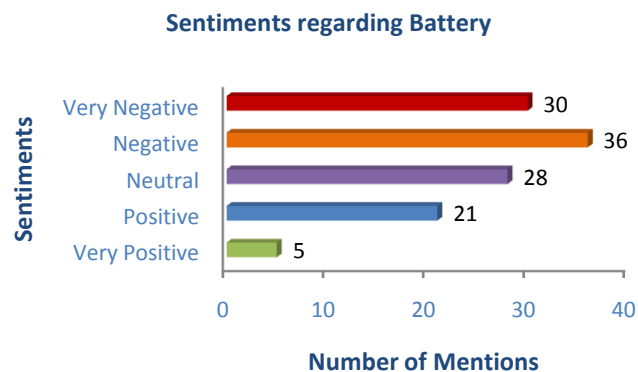


2. Battery Life

A significant number of posts registered negative and very negative ratings for the battery life, which is evident from the chart presented here.

Following are the key findings:

- > The battery lasts an average of 6 – 7 hours with moderate use. With heavy use, the battery of the phone lasts for 2 – 3 hours
- > A high number of phone replacements are due to battery failure
- > Considering the capability of the phone, users feel that it should have a more efficient and durable battery
- > Technology Review sites such as CNET and alaTest have rated the battery of the Palm Pre in the negative



3. Durability

While analyzing this parameter the following criteria were considered:

- > Number of replacements of the phone
- > Cause for replacement
- > Complaints regarding the hardware of the phone

Following are the key findings:

- > The material of the phone is reportedly dissatisfactory. Users

