

User Survey

Goal

Synthesize results from 5-10 participants with a focus on quantitative datapoints to gain insights of main competitors, proficiency levels, usage metrics, use cases, and appetite for Generative AI workflows within presentation software.

Logistics

- Delivery: Select group of corporate professionals sent an participation request via email; MICA Cohort slack channel
- Pre-requisites: Respondents are asked only to participate in the survey only if they have used presentation software in the last 3 months
- Results: 10 respondents over 1 week

Survey Instructions

We are looking for individuals who have used presentation software (e.g., PowerPoint, Keynote, Google Slides) within the past 6 months. Whether you use it for work, personal projects, or school, your feedback will help us better understand common workflows, challenges, and preferences across different platforms.

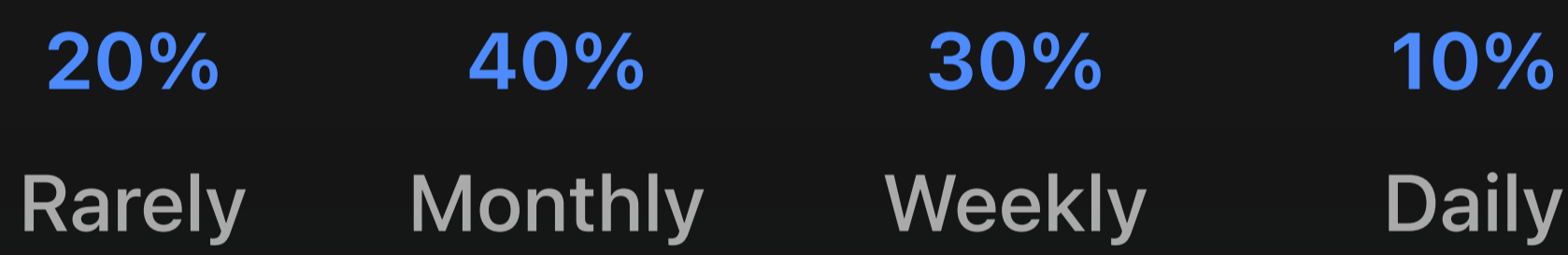
In this brief study, we'll ask about your proficiency, typical work flows, and your thoughts on using AI in presentation design. The survey will take approximately 5-10 minutes to complete.

Your responses will remain confidential and will be used solely for research purposes.

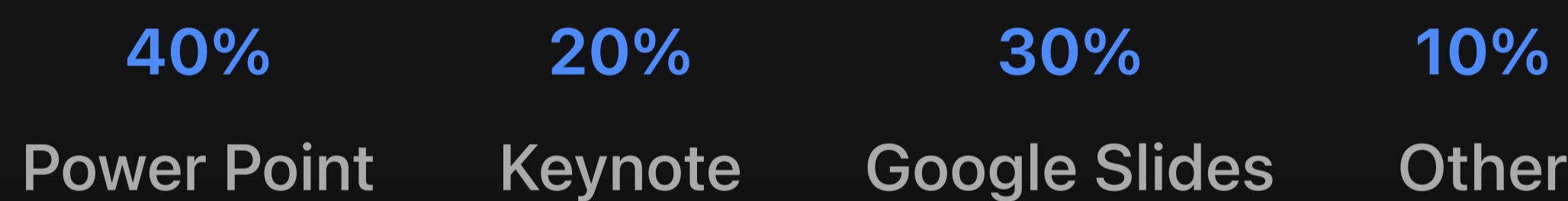
Thank you in advance for your time and valuable insights!

Questions & Results

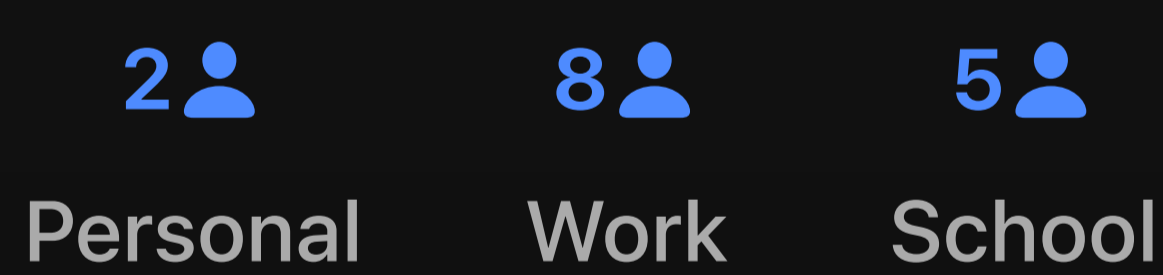
1
How often do you use presentation software?
(select best option)



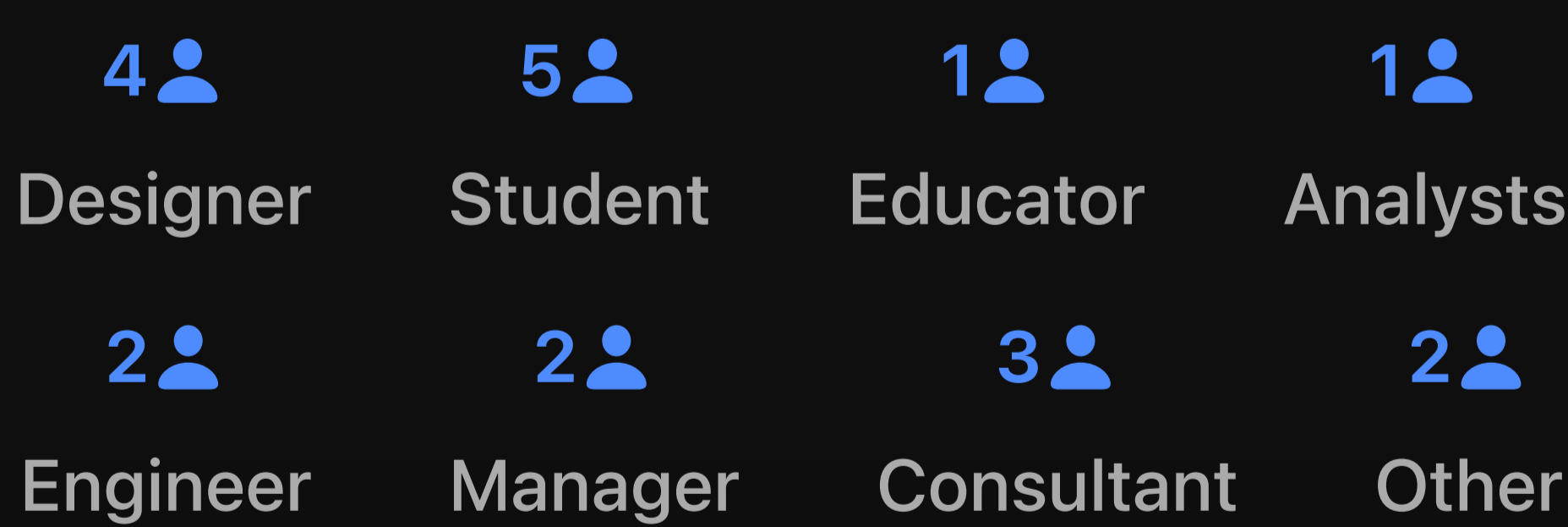
2
Which presentation software do you primarily use?
(select best option)



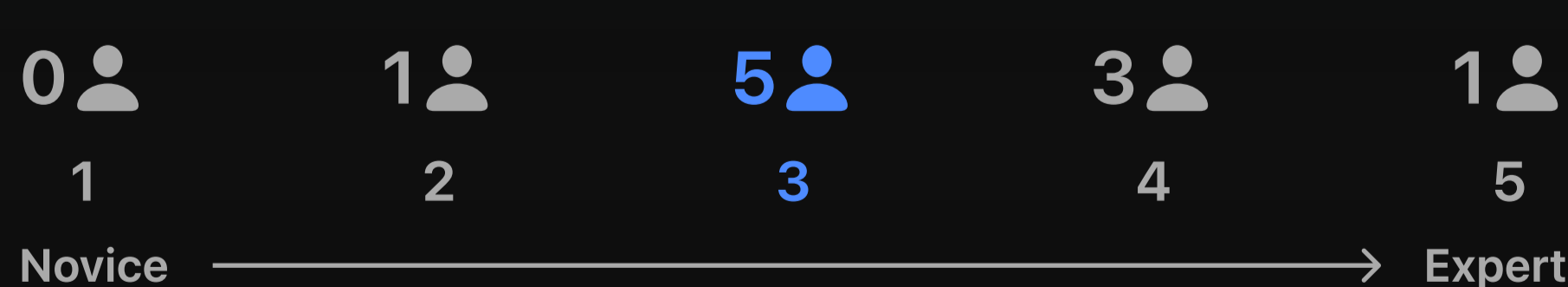
3
Why do you primarily use presentation software?
(select all that apply)



4
What role do you play when creating or editing presentations? (e.g. Designer, Marketer, Educator, Executive, Student, etc) (select all that apply)



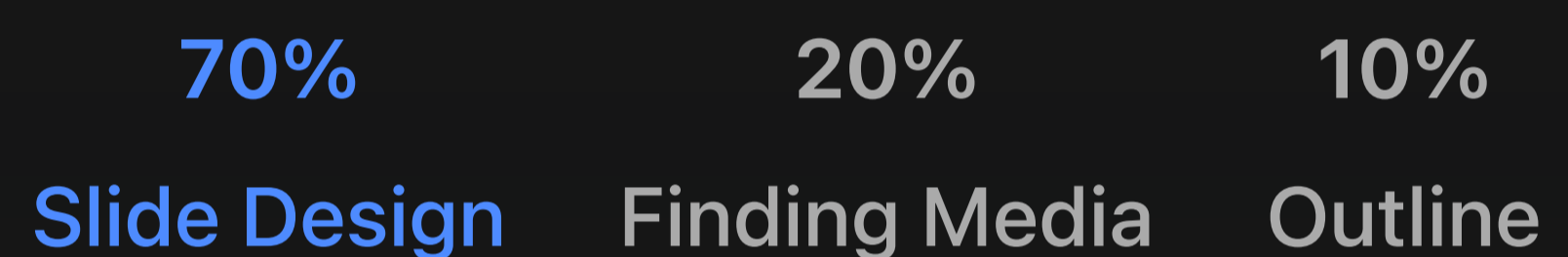
5★
How would you rate your proficiency with your preferred presentation software? (select best option)



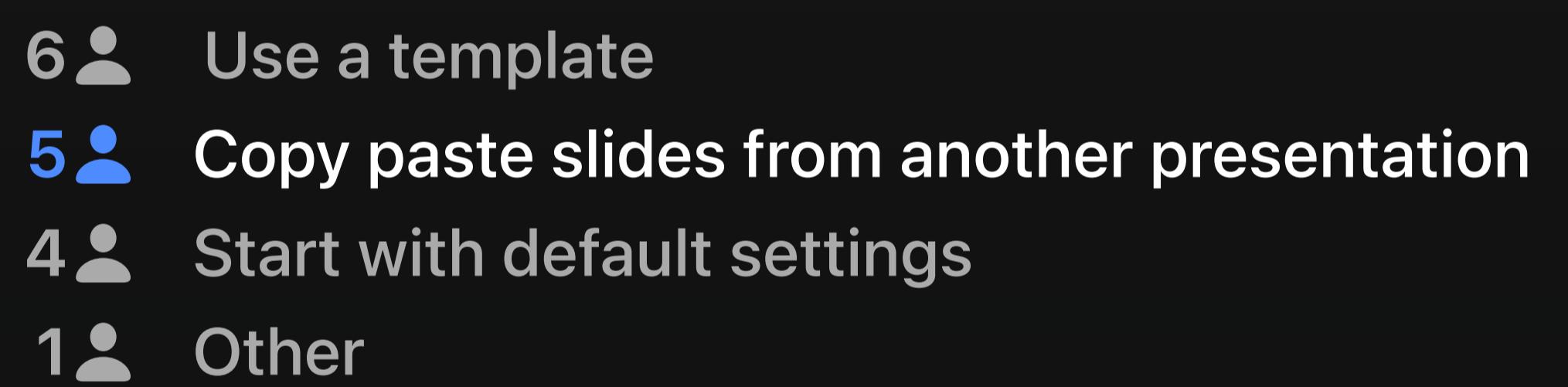
6
Think back to a recent successful project. What attributes contributed to its success? (e.g. clear message, visually appealing, engaging content) (open text)

Effective creative strategy, strong messaging/visuals, visual layout, animations, charts, images, people pay more attention when it looks good, visual cues to subject, color scheme, consistent design, clear flow of image placement, easy to read text

7★
What task do you find most time consuming?
(select best option)



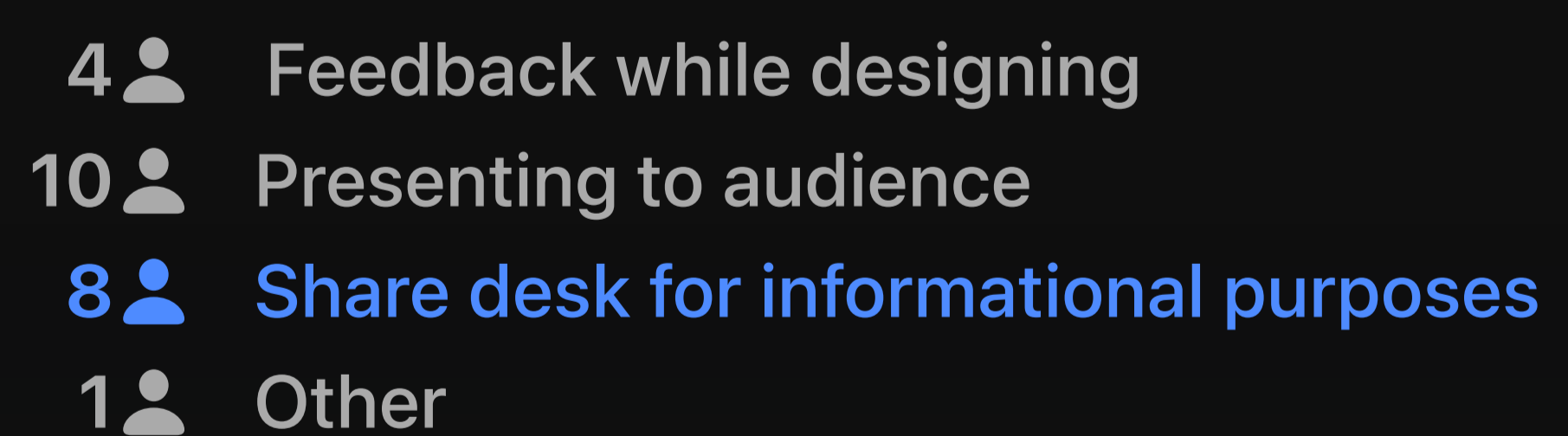
8★
When you create a presentation, how do you begin? (select all that apply)



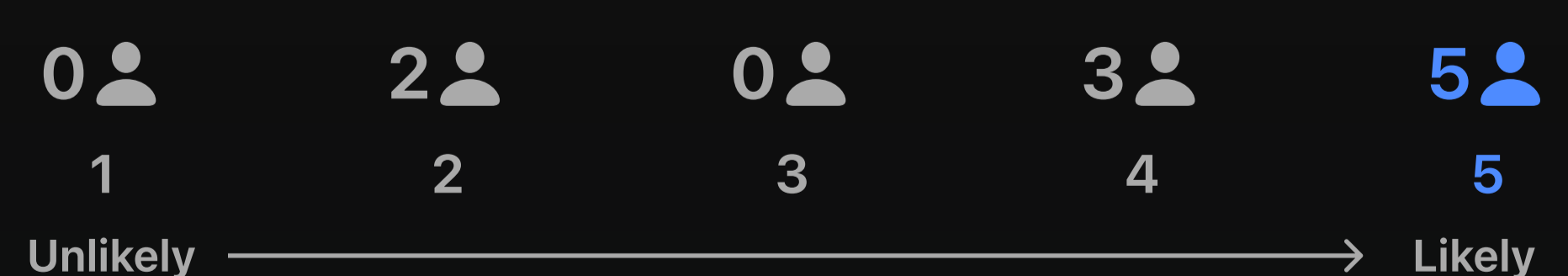
9★
On average, how many hours do you spend creating or editing a single presentation? (select best option)



10★
Under what circumstances do you share your presentation? (select all that apply)



11★
How likely would you be to use Artificial Intelligence (AI) to assist in creating or enhancing your presentation? (select best option)



12★
What would be the most likely tasks you would use AI for? (select all that apply)

