

Dell Inspiron 3000 Series Laptops (14, 15)

Inspiron 3000 Series combine impressive design, versatility and battery life into budget-friendly designs starting just over 1" thin with touch. Black patterned finish, HD touch display option, fast CPUs and graphics allow you to get what you want without breaking the budget.

Who is the target audience?

Consumers who want versatile designs with an emphasis on the bottom line in the \$349 - \$499 price band. The 14 fits people who carry their systems often & need long battery life. The 15 is great for multi-user households due to its large screen.

Audience need/business problem

The 3000 Series customer wants features and technology they won't quickly outgrow. Price is their absolute top consideration, and they want to get a lot for their money spec-list-wise.

These customers spend less than the 5000 Series, will prioritize price over the choice of a given AMD or Intel processor, and will take a little thicker shorter battery life and fewer indulgences that make the laptop more fun to use like FHD screens. They want the basics without the bells & whistles in order to hit their budget sweet spot of price, fun and utility.

The 3000 Series is a great solution for this customer set, given its built-in DVD, reputable brand and nice complement of features starting at \$349 US. Depending on regional assortments, the customer can choose from Intel® or AMD processors and 2GB discrete graphics options.

Key features & benefits

The 3000 Series offers built-in DVD drives, good battery life and mobility:

- Pictures and video seem clear and legible on a vivid HD resolution display.
- Roam free from power outlets thanks to battery life* up to:
 - 7:13 MM12 runtime on the 14 (Intel) / 7:43 (AMD)
 - 6:56 MM12 runtime on the 15 (Intel) / 8:11 (AMD).
- Easier to carry at just 26.6 mm on touch-equipped 14 and 15, or without touch they're 25.4mm on the 14 and 25.6mm on the 15.
- Mobility also requires lightness, so these start at 4.44 lb (14), 5.26 lb (15) without touch.)
- 2GB discrete graphics is an option, adding multimedia muscle to save time during video/music processing and photo editing.



Reasons to believe

The 2014 Inspiron 3000 series a bold refresh in design from last year, plus:

- It comes standard with PocketCloud to access your data and apps, anytime, anywhere through the cloud you choose. Dell Backup and Recovery, My Dell and Premium Phone help make the 3000 Series easier to use than 2013s.
- Larger touchpad than 2013 supports gestures more easily.
- Still comes with a DVD drive, available touch HD display (and on 15, a 10-key numeric keypad.)
- Patterned black plastic feels great, wears well and helps hide smudges.



Qualification questions

How frequently do you plan to carry this laptop around? Several times a day = 14 . Only occasionally = 15.

Do you edit videos or work on large spreadsheets or presentations that require a very high-resolution screen?

- Yes → 15 (larger screen for highly-detailed work)
- No → 14 (better for mobility due to smaller size, lighter weight, longer battery life than 15)

Are you the only person who would be using this laptop?

- No → 15 Yes → 14 (Multi-user households tend to buy a 15.)

Do you want little touches like a backlit keyboard option, aluminum finish on your laptop or FHD screen? (Yes = 5000s / No = 3000s)

What price range are you looking to spend?

- \$699 - \$999 = 7000 Series
- \$549 - \$849 = 5000 Series
- < \$549 = 3000 Series

Would you prefer a laptop with a built-in DVD, or a thinner, lighter laptop without built-in DVD?

- DVD: 3000 Series 14/15
- No DVD: the 14/15 5000 Series

Cross sell up sell

Optional 2GB discrete graphics can speed up edits to videos, photos and make game playing more enjoyable (higher frame-per-second screen refresh rate, more realism to graphics like leaves / grass blades blowing when the racecar drives by them).



1 - Dell Bluetooth Portable Speaker brings your music to life with a compact, stylish, lightweight wireless speaker with long-lasting rechargeable battery and Bluetooth 4.0 and NFC technologies.

2 - Dell External Optical Disk Drive allows you to enjoy crystal clear color, picture and sound clarity of DVD on your PC. This DVD drive can read/write CD/DVDs disks.

3 - Dell 1TB External Hard Drive frees up your laptop's hard drive space while still allowing you to take your files, photos, and movies securely with you wherever you go.

Americas Best Standard Support includes:

90 Days Premium Phone Support - 24x7 advanced phone support for hardware and software issues (including support for 3rd party software). You can count on us for a great experience and rapid support.

One Year In-home Service after Remote Diagnosis -Have a technician and/or part dispatched to your home following remote diagnosis if the issue is covered by Dell's Limited Hardware Warranty.

Dell Smart Selection



Prebuilt based on customer insights these best-value products are ready to ship in 24hrs.*

The Inspiron 14 3000 Series (Intel®) has up to 7 hours 13 minutes of Mobile Mark 12 battery life when equipped with Intel® Core™ i5-4210U processor, Intel® HD Graphics 4400, 4 GB DDR3L system memory, 1 TB HDD, HD display and 4-cell 40 WHr battery, as tested by Dell labs in March, 2014.*

The Inspiron 15 3000 Series (Intel®) has up to 6 hours 56 minutes of Mobile Mark 12 battery life when equipped with Intel® Celeron® 2957U processor, Intel® HD Graphics, 4 GB DDR3L system memory, 500 GB HDD, HD display and 4-cell 40 WHr battery, as tested by Dell labs in March, 2014.*

The Inspiron 14 3000 Series (AMD) has up to 7 hours 43 minutes of Mobile Mark 12 battery life when equipped with AMD A4-6210 APU Quad-Core APU, AMD Radeon™ HD R5 M230 2GB DDR3 discrete graphics, 4 GB DDR3L system memory, 320 GB HDD, HD display and 4-cell 40 WHr battery, as tested by Dell labs in April, 2014.*

The Inspiron 15 3000 Series (AMD) has up to 8 hours 11 minutes of Mobile Mark 12 battery life when equipped with AMD A6-6310 APU Quad-Core APU, AMD Radeon™ HD R5 M230 2GB DDR3 discrete graphics, 4 GB DDR3L system memory, 320 GB HDD, HD touch display and 4-cell 40 WHr battery, as tested by Dell labs in April, 2014.*

