

| Demographics  |         |            |            |            |            |
|---------------|---------|------------|------------|------------|------------|
| Age           | <18     | 19-25      | 26-35      | 36-50      | >50        |
| Gender        | Female  |            |            | Male       |            |
| Work Status   | Student | Employed   | Self-Empl. | Home       | Unemployed |
| Usage Level   | Rarely  | Infrequent | Regularly  | Constantly | Obsessive  |
| Main Phone OS | Android | IOS        | Blackberry | Windows    |            |

| Overall Satisfaction of Core phone software (not hardware or applications) |                       |   |   |   |   |
|--|-----------------------|---|---|---|---|
| Attribute  | Rating (5 is highest) |   |   |   |   |
| Beauty/Style   | 1                     | 2 | 3 | 4 | 5 |
| Functionality  | 1                     | 2 | 3 | 4 | 5 |
| Reliability  | 1                     | 2 | 3 | 4 | 5 |
| Fun  | 1                     | 2 | 3 | 4 | 5 |
| Usefulness   | 1                     | 2 | 3 | 4 | 5 |

| Lock Screen                              |            |          |                 |      |
|--|------------|----------|-----------------|------|
| Task: Ask a person to Unlock their phone |            |          |                 |      |
| Method:                                  | Swipe Only | PIN Code | Visual Password | Text |
|  | Other:     |          |                 |      |

|                                |     |    |
|--------------------------------|-----|----|
| Do you use a custom wallpaper? | Yes | No |
|--------------------------------|-----|----|

|   |      |         |         |           |
|---|------|---------|---------|-----------|
| What Information do you regularly use on your lockscreen? |      |         |         |           |
| Time  | Date | Battery | Network | Messaging |

|   |     |    |
|---|-----|----|
| Do you use quick - access launchers on the lock screen? | Yes | No |
|---|-----|----|

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|--|
| Android: do you use quick access to the status bar at the top? If yes, for what? |
|  |

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|--|
| What is your LEAST favorite thing about the lock screen on your phone? |
|  |

| Homescreen   |
|--|
| Task: Launch a favorite application. Return to the homescreen and launch another |
| Observations:  |
|  |
|  |

|  |     |    |
|--|-----|----|
| Do you use folders on your homescreen? | Yes | No |
|--|-----|----|

|                                |    |            |        |
|--------------------------------|----|------------|--------|
| Do you set a custom wallpaper? | No | Downloaded | My Own |
|--------------------------------|----|------------|--------|

|                                   |     |    |
|-----------------------------------|-----|----|
| Do you use informational widgets? | Yes | No |
| Which?                            |     |    |

|  |
|--|
| Where do you put your most often used items on the homescreen? |
|  |

|  |           |       |                 |                   |
|--|-----------|-------|-----------------|-------------------|
| Android: Between the homescreen and app listing, which do you use more often for launch? |           |       |                 |                   |
| Strongly HS  | Mostly HS | Equal | Mostly App List | Strongly App List |

|                                    |
|------------------------------------|
| Best Feature of the Homescreen?    |
|                                    |
| Worst Feature of the Homescreen?   |
|                                    |
| Missing Feature in the Homescreen? |
|                                    |

| Phone Functionality  |
|--|
| Task: Phone someone from your address book (you don't have to actually phone them) |
|  |
|  |
| Task: Phone this number (provide them with your own)                               |
|  |
|  |
| Task: Start a text message to someone in your contacts                             |
|  |
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|  |            |        |
|--|------------|--------|
| Do you use contacts on the phone or online services? | Phone Only | Online |
| Which Service(s)?                                    |            |        |

|  |
|--|
| Most Impressive Feature in dialer:       |
|  |
| Most useful feature in dialer:           |
|  |
| Worst feature of dialer:                 |
|  |
| Missing feature in dialer:               |
|  |
| Most impressive feature in address book: |
|  |
| Most useful feature in address book:     |
|  |
| Worst feature in address book:           |
|  |
| Missing feature in address book:         |
|  |
| Most impressive feature in messenger:    |
|  |

|                                   |
|-----------------------------------|
| Most useful feature in messenger: |
|                                   |
| Worst feature of messenger:       |
|                                   |
| Missing feature in messenger:     |
|                                   |

| Applications  |                                    |   |   |   |   |
|---------------|------------------------------------|---|---|---|---|
| Application   | Importance (5 is "Most Important") |   |   |   |   |
| Clock/Alarms  | 1                                  | 2 | 3 | 4 | 5 |
| Web Browser   | 1                                  | 2 | 3 | 4 | 5 |
| File Manager  | 1                                  | 2 | 3 | 4 | 5 |
| Usage Report. | 1                                  | 2 | 3 | 4 | 5 |
| Camera        | 1                                  | 2 | 3 | 4 | 5 |
| Image viewer  | 1                                  | 2 | 3 | 4 | 5 |
| Music Player  | 1                                  | 2 | 3 | 4 | 5 |
| Video Player  | 1                                  | 2 | 3 | 4 | 5 |
| Ebook reader  | 1                                  | 2 | 3 | 4 | 5 |
| E-mail        | 1                                  | 2 | 3 | 4 | 5 |
| Calendar      | 1                                  | 2 | 3 | 4 | 5 |
| Maps          | 1                                  | 2 | 3 | 4 | 5 |
| Notes         | 1                                  | 2 | 3 | 4 | 5 |

|                   |
|-------------------|
| Other Must-haves: |
|                   |
|                   |
|                   |