1. \	What is your gender?
0	
0	
0	Other (please specify)
2. I	How old are you?
0	Under 20
0	21-30
0	31-40
0	41-50
0	Above 50
*:	3. Which one of the following best describes your role in the decision of purchasing the
	00 Thermal Cycler?
0	Primary decision maker
0	End-user / Recommender
0	Purchasing agent / Not involved in decision making
0	Other (please specify)

4. Who helped you make the purchasing decision	on?
☐ By myself	
Researchers in my organization	
Others (please specify their role)	

5. What factors helped you make the choice / decision?
Product Specifications
Peer recommendation
☐ Price/promotion
Personal past experience
Other (please specify)

6. Have you used the T100 Thermal Cycler webpage (http://www.bio-rad.com/en-us/product/t100-thermal-cycler) during your research / decision making process?			
C Yes			
O No			

7. Have you used the online tutorial / demonstration on the T100 Thermal Cycler webpage (http://www.bio-rad.com/en-us/product/t100-thermal-cycler) ?			
O Yes			
O No			

*8. How do you like the online tutorial /	
	×
	_

9. Would you recommend using the T100 Thermal Cycler webpage to make a purchase decision?			
C Yes			
O No			

10. Do you think the website of the T100 Thermal Cycler webpage (http://www.bio-rad.com/en-us/product/t100-thermal-cycler) is intuitive to use?		
○ Yes		
O No		

*11. In which way do you think the webpage for the T100 Thermal Cycler (http://www.bio-rad.com/en-us/product/t100-thermal-cycler) should be improved to make it more intuitive?

12. Do you think there is any important information that is missing from the current T100 webpage (http://www.bio-rad.com/en-us/product/t100-thermal-cycler)?			
C Yes			
O No			

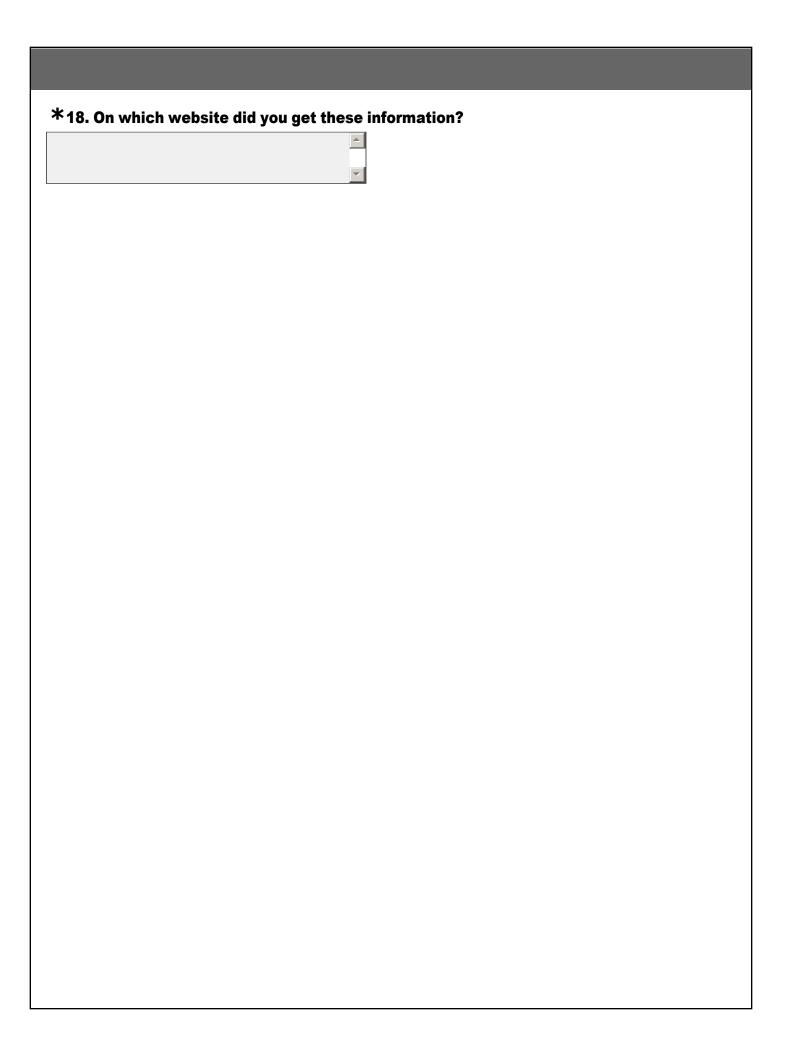
13. What information, which would be useful to you, were not found by you on the T100 Thermal Cycler's webpage(http://www.bio-rad.com/en-us/product/t100-thermal-cycler)?	
Product specifications	
launch package information	
☐ Price	
☐ Quote	
Promotion	
Comparison	
Warranty	
Consumables	
Online tutorial/demonstration	
Online review	
Online guide for selecting and purchasing	
Other (please specify)	

*14. Why won't you recommend using purchase decision?	the T100 Thermal Cycler webpage to make a

15. Did you do any comparison before choosing the T100 Thermal Cycler	from Bio-rad?
C Yes	
C No	

16. Did you do your comparison online?	
C Yes	
○ No	

17. Did you read any online review when choosing your thermal cycler?	
C Yes	
O No	



19. Did you purchase the T100 Thermal Cycler online?	
C Yes	
○ No	

20. Did you purchase online for the reason of promotion / discount?	
C Yes	
C No	

21. Would you still buy it online if there were no promotion?
○ Yes
C No
○ Not sure
22. Did you choose to purchase online for the reason of convenience?
O Yes
O No

23. Why do you think it is convenient to purcha	se online?
24 hours access	
readily available information	
Easy to order multiple products	
Other (please specify)	

24. Would you recommend purchasing the T100 Thermal Cycler online?	ı
C Yes	
O No	

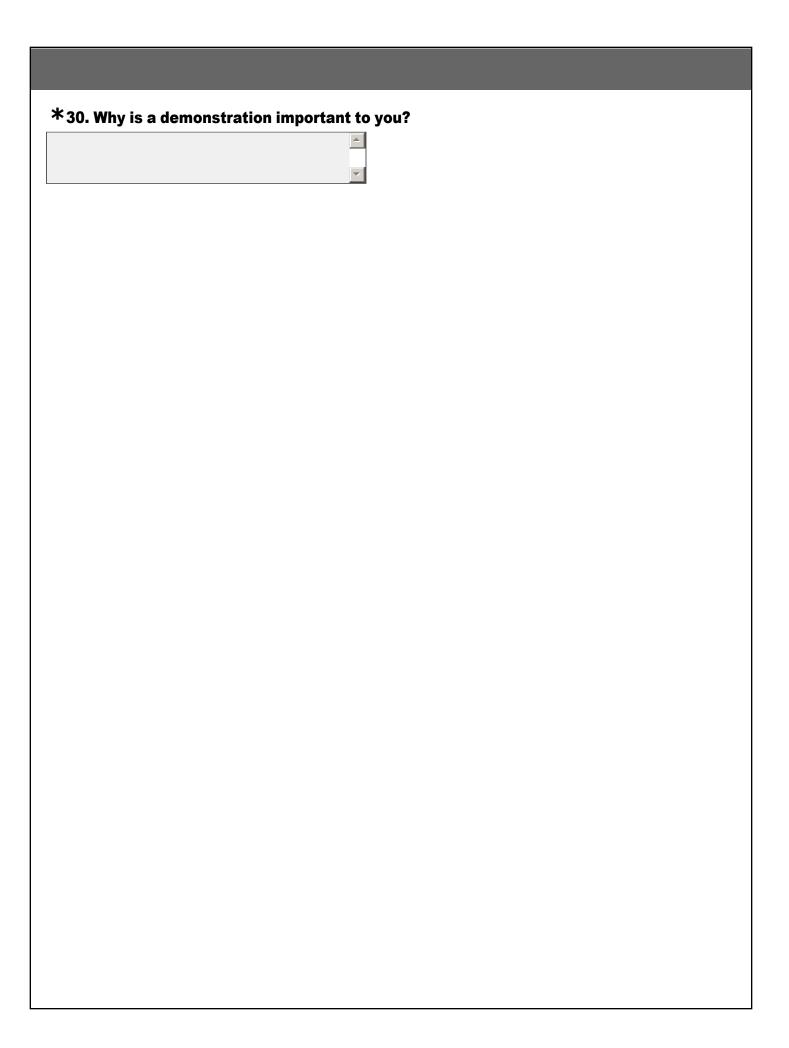
*25. Why won't you recommend purch	hasing the T100 Thermal Cycler online?

6. Do you think an Vhich could be sui [,] oal of visiting)			
○ Yes			
O No			

*27. Why do you think such an online guide for selecting and purchasing would helpful to you?	NOT be

28. Did you have any interaction with anyone from Bio-Rad (like a sales representative, customer service, technical support) before or after your purchasing online?	
○ Yes	
C No	

29. Did you asked for a product demonstration before purchasing the T100 Thermal Cycler? C Yes C No	
C No	O Yes
	C No



31. Which of the following best describe the reas customer service, or technical support? (Please s	
Get a better price	
Get warranty	
☐ Match product with my needs	
☐ Compare products	
Get a starter or new lab package	
Make a purchase	
Get more information about the T100 Thermal Cycler	
Other (please specify)	