
**User study and conceptual design
Snap Hub - Complain quickly and easily**

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Document status: <final>	Edited: 18.10.2018

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1. INTRODUCTION

1.1 General description

Our goal in this assignment is to find out “what kind of digital solution could support young people’s (16-25) in giving feedback to the city of Tampere about developing their own living environment community.”

Focusing on the assignment topic, we have chosen to research about young people's favorite way of giving feedback (such as face to face, through touch screen, mobile apps, online, webpages etc.) and possible concept designs for a system for giving feedback.

Nowadays, young people are very much dependent on mobile devices, public internet connections or related things. For the development of young people's own environment community, we will find out mainly two things. First of all, we will research if they want to give feedback about using Wifi in public places (campus, shopping malls, restaurants etc.). Secondly, also will investigate that do they want to give feedback about placement of recharge points as young people use mobile, laptop or any other electronic wearable devices as they could have feel the necessity to recharge there devices.

For the implementation of the plan we will take interviews, ask questions through questionnaire process and also will observe in different public places of Tampere city. Later, we will try to find out how people will use the system and will draw a conceptual model based on the system.

To summarize the description, the topic our research plan is to find out what kind of digital solution would help youth in giving feedback about recharge points for devices, Wifi-or mobile-connection strength and whether there are other things they would like to give feedback about.

Afterwards we will evaluate the systems context of use, users, personas, context of use and a user side concept of the usage of the app.

2. **RESEARCH PLAN FOR THE USER STUDY**

A preliminary study in the needs of population aged 16-25 that use different electronic devices on the move and in public places (ie. Restaurants, busses, bust stop and parks). Since the use of mobile devices and other forms of wearable technology is so common, we seen no need to separate the samples into smaller groups. Evaluating if a digital solution that would allow feedback should be developed. What kind of feedback is youth interested in giving and how they would like to give it.

2.1 Research methods

Observations on the number of people using and not using (visible) devices in multiple public spaces. Asking questions about feedback, (how, what, where,) We will be gathering qualitative data on subject wishes and expectations in regards to wi-fi networks, mobile networks and how often they need to charge their phone.

2.2 Observation plan

We want to investigate the number of people who use laptops, mobile phones and other devices in public places. We will spread out to three different public locations and record the total number of people passing by or spending time and whether they are using a mobile device. The observations would be done in a Hervanta DUO, in the TKL bus line 38 and TUT campus over 25 minutes.

2.3 Interview plan

Our interview would be conducted in the TUT campus . We will interview youth around the age of 16-25. We will interview people at day time for example around 10 AM to 6 PM. We want to find out their previous experiences with giving feedback, how they think about the current situation with recharge points, wifi availability and the mobile connection they have. In addition we will also ask how, where and about what they would like to give feedback. Number of our participant will be 3. We will ask some Specific questions to them which we will prepare before the interview.

2.4 Questionnaire plan

Our questionnaires will be conducted by papers in anywhere: TUT campus, shopping malls, coffee shop, or in the bus stop. We will implement it at day time also. We will invite people the age of 16-25

to fill in the questionnaire. The respondents will be more than 20 people, because we would like to have a good statistics data from our questionnaire. We would like to find out how often people using electronic devices in public places, how internet service is important for them, and how often people's devices are in low battery.

2.5 Schedule and division of work

We will divide our work by each conducting a single interview, each observe a separate public locations. After gathering all information we will again divide our writing part and will try to finish the assignment before the given deadline.

2.6 Changes occurs in phase 2

In phase 1, as we misunderstood the assignment topic so we had written our assignment about improvement of some facilities rather than finding out the digital method of giving feedback. During phase 1 feedback session with teacher we got to know the actual topic of the assignment. After knowing the topic we have changed our whole phase 1 plan and written completely new things in phase 2.

3. RESULTS

3.1 Observation results and conclusions

Around a third of people use mobiles, primarily of our interest group, a few use laptops but nearly only around places with charger points, either official or unofficial (wall sockets).

Confirmed that people use mobiles and laptops in public places, clearly the ability to give feedback about desired locations for official charging points will be useful. Additionally, the low laptop value in DUO implies that there are not enough places for people to relax at, or people do not like to relax there.

	Time	Number Observed	Age in between (16-25)	Using mobile	Using laptop	Nearby Charger p.
TUT	12:00-12:25	~25	~15	18	6	7/8
TUT	17:30-17:55	82	82	31	17	4
DUO	16:00-16:20	30+	~10	15	1	0
DUO	17:30-17:55	48	30	19	0	0
Bus6	17:30-17:55	11	8	7	0	0
Bus38	16:01-16:23	47	32	10	0	0

Figure 1. Observation results

Study was a moderate success, clearly improvements could be made with a few more points of observation and accuracy, like counting all carried devices and more accurate counting of the observed population.

It seems that laptop usage is limited by wifi, charge and finding a place to sit undisturbed for long enough for it to feel worth it, so I speculate that many people don't use one even if they could since they fear running out of charge or the location lacks wifi. On the other hand, mobiles are quick to use and tend to have data plan that allows one to browse areas of interest, with their small size.

We can conclude that laptop usage on busses is most likely impractical but adding places where one can easily use laptops in public would most likely be an area of interest.

3.2 Interview results and conclusions

Each of our group members conducted one interview. We have taken three interviews in total. Our interviewees aged is between 21-25 and all of them are students.

While we took the interviews we followed some rules such as:

- Created an interview script so that we can collect the same areas of information from each interviewee.
- Arranged interview with a limited number of people which is a group of three people as we didn't want to overwhelm the participant with a room full of people they probably haven't met before.
- Created an interview script so that we can collect the same areas of information from each interviewee.
- Made observations throughout the interview such as while they were talking what was there body language and surroundings of the participant.
- Made our participants feel comfortable by interviewing them at TUT campus and give them importance as we need their information. In other words, for that particular time, we thought they are the expert for our topic.
- Asked open-ended questions by keeping them as open as possible and we let them talk.

- We took notes in our laptop and we have asked permission from them and informed them that we will take notes by laptop(one of us were asking question and another one was typing so that it don't get difficult while asking and typing at the same time) so that they don't feel any physical barrier while seeing us typing in laptop.
- Gave thanks to them for participating in this interview and wished to hear from them if they have any questions about these topics in future.

Results:

We have taken interview questions such as, improvement of mobile devices use in Tampere city, do they feel the need of charger point in different places of Tampere city (eg. Bus, Train,TUT campus, shopping malls etc.) to make their daily life easier and, to develop their own environment what they feel or what is their method of giving feedback about the system(mobile devices use).

About mobile devices use(eg. wifi, Internet connection)

While we have asked about this, we have found out that all of them use paid data connections(unlimited) while they are in the bus, roadside or where no wifi is available. The unlimited data cost is manageable by themselves and it provides good speed unless they are inside any lift or underground areas. So, normally they use wifi connection at home, school/university campus, at work. In other words, wherever they find wifi they use it. However, sometimes they don't use free wifi connections due to some security issues.

About feedback system

We got a different type of answers for the feedback system. From the interview, it seems that giving feedback is not a regular thing. Interviewees give feedback rarely. Their favorite way of giving feedback is mostly face to face or through online(webpage). Among

the three of them, only one interviewee used the mobile app for giving feedback though he used it only once. So, it seems that mobile app is not a good system for giving feedback.

Interviewees don't feel the need for giving feedback about internet connections however they showed interest to give feedback about recharge point as they think it might be a good topic to give feedback.

The results can be utilized later in the design of the system:

From the interview result, we saw that a mobile app is not a popular way of giving feedback. When we will design our feedback system we can avoid the mobile app option. In a way, we find this as an additional requirement from the interviewees that they don't expect mobile app as a way of giving feedback. It will help us while designing our system.

Again, as interviewees favorite way of giving feedback is different eg. face to face or online, we can design our feedback system considering interviewees requirement so that they can feel comfortable to give feedback.

We also have seen that interviewees are more interested to give feedback about recharge point rather than internet connectivity so, from this result we can include more questionnaire about recharge point than internet connectivity in our feedback system. So that it could help Tampere city's young people to give feedback about developing their own living environment.

Overall, we can say that our interview part was quite challenging. In the beginning, we felt a little bit nervousness while asking questions but after sometimes later we felt confident and successfully done our interview part. In the future, we have to be more professional while conducting an interview.

3.3 Questionnaire results and conclusions

Questionnaires was formed in order to study target market of a digital solution for getting feedback for a better society. It contains 13 questions, 11 are for respondents' opinions about their means of going online especially in public places as well as how they would prefer to give feedback, while the remaining 2 questions are for their background.

The first 2 questions are used to filter respondents based on their age and occupation. It is important for our research to be done among target market of young people living in Tampere area who are ranging from 16 to 25 years of age. The survey did not ask for location as we distribute it among people who are currently residing in Tampere. Respondents' occupations directly affect people's time spending online and at public space so it is important to specify.

The next 3 questions focus on frequency, means and places in which respondents prefer to give feedback. From question 6th to question 9th, the internet access while being in public places is put into consideration from different perspectives, ranging from people's preferences towards mobile connection and their usual public Wi-Fi sources. Question 10 and 11 aim to find out how target users react to low battery situation in public places. The last 2 questions act as conclusion questions about what topics and through which channels/means users prefer to give their feedback. The main topic is to find out target users' perspective towards giving their own feedback with the purpose of improving public infrastructure, therefore beside questions revolving around feedback giving activities, we added few questions that are indirectly related to the activity itself. The reason behind the questions of low battery situation and internet access preferences is those are two essential enablers for giving feedback online while being in public places.

We have distributed questionnaires online using Google form for two weeks to mostly people living in Hervanta are, Tampere. There are unarguably bias here as the survey should have been distributed evenly among people in the whole Tampere area, not only the one we know their email address from school. This results in 100% responses was from people who are currently student. We received 11 responses, 8 of which was from people in our target market of the age 16-25. The analysis is done from these 8 valid responses.

From their current daily habit, 50% of them usually give feedback at school, marking school as the most popular place where students from 16-25 in Tampere area give their feedbacks when being asked. 37,5% of them give feedback online through different website, the rest are willing to respond to feedback questions distributed at shopping malls. No one considers bus stop as a place to give feedback. About the frequency, one fourth of the respondents claims they never give feedback, while majority of them (62,5%) admit they sometimes give feedback. Only 12,5% have the habit of usually giving feedback. The traditional method of pen-and-paper is no one's favourite method in opposed to 87.5% of them prefer to use mobile apps/website to express their feedback. This shows a main theme among students age 16-25 towards giving feedback: it's an activity they sometimes willing to do when being at school or being online, and they would say no to it if being approached offline or at a public spot such as bus stop.

Being able to be online when going outside is very important to 62.5%, however the same amount reveals their mobile connection bill per month is set at the lowest price plan from 3.90 to under 15.90€ as opposed to no one is currently having the highest price plan of over 44.90€ per month. 87.5% of them gets public Wi-Fi from either school or restaurants, while no one use shopping malls' Wi-Fi connection. The rest chooses not to use public Wi-Fi at all due to security issue. Having access to internet connection allows all of them to have their phone or laptop in active while being in public places, be it from their own low priced personal mobile connection or from public Wi-Fi. This shows a tendency of keeping own mobile devices active in a preferably not the strongest internet connection when being outside. Reflecting to our design, a light, safely and easily loaded feedback form would yield more responses than a long one that takes time & internet capacity to load.

A loaded battery allows mobile devices to work outside of home environment. Majority of respondents have their mobile devices usually in low battery mode while the rest sometimes use it close to last energy bars.

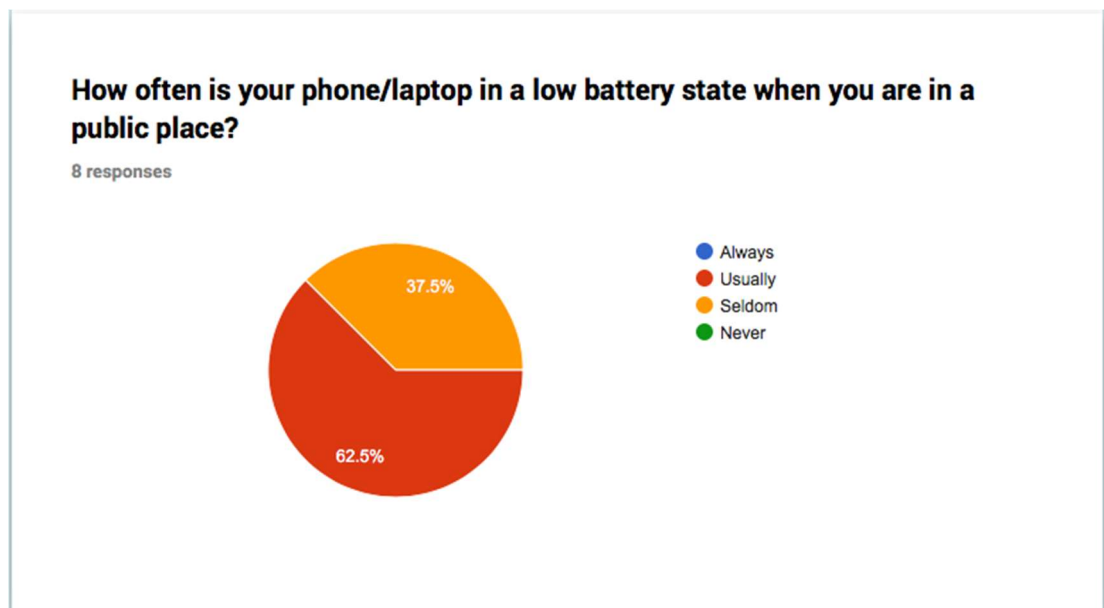


Figure 2. Questionnaire batter charge results

62.5% express their interests in charger points being placed in all of the public places suggested. This question could give more suggestions about other public places users are interested in having their mobile device charged if we have put an open choice. However, it is valuable to know majority of our respondents are looking forward to being enabled to charge their mobile devices in all the public places listed.

All of the topic listed that are related to enabling public place use of mobile devices have our respondents' interest in giving their own opinion about.

Which of these topic would you be interested in giving feedback about?

8 responses

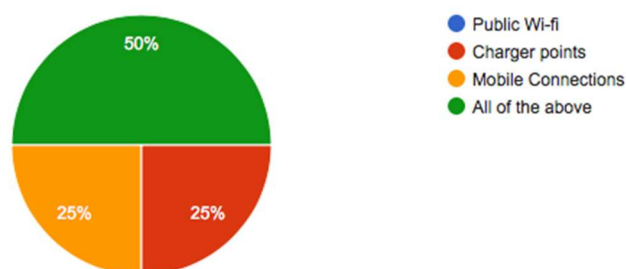


Figure 3. Questionnaire feedback topic results

This combined with their answer above about reluctances towards giving feedback suggests room for improvement. While the interest is

higher than their willing to actually give their opinion, our solution should be in a minimal design which is easily loaded and answered, straight to the point, does not take much time or internet connection to process and strategically placed in areas where potential respondents hang out with no rush.

3.4 General conclusions

From the three research methods we have used, it is clear among our target users a trend of using mobile devices with access to internet while being outside in public places. Factors such as charging points strategically placed, internet connection strength have affected the devices people chose to use. For example, laptop usage in buses is most likely unpractical in comparison to mobile phone or smartwatch. Similar situation with the activity nature: users express more interest in giving feedback while staying at school or being online, through website or if someone asks directly. Therefore, it is recommended to increase the charging points in convenient and undisturbed places such as schools, shopping mall's corners, longer route buses for example the one that connects more than 2 zones in Tampere area rather than in small internal buses. The survey answers showed no differences in users preference between giving feedback through website versus through phone application. However during interview, the method of giving feedback through website was chosen over through phone application. More in-depth research should be done on the reason behind this choice, in the meantime combining to other answers we can assume it is related to users' intention while being online, they are willing to pause their current session to answer a feedback question on a website on laptop more than while using a mobile phone application. In order to encourage potential users to give feedback as well as to receive high quality feedback, the environment when it is asked should be easy and user-friendly. The service itself should also be in minimal design, straight to the point and takes up not so much of users' time and internet capabilities, as it was shown from both interviewing and surveying Wi-Fi and low priced mobile connection are preferred among our targeted users.

3.5 Future research

We have done individual interview, questionnaire and observation, however the sample should be more broad in users' age and geography. The whole age range of 16 to 25 should be covered in interview instead of 21 to 25 like what we have done. Observation should be limited to 16-25 users only, this comes with difficulties as

there are limited ways to check a person's age anonymously without interfering. In case this is a real contract or a real research project, we should also pay attention closely to the order and environment of each type of research method we apply. We could also do group interview – workshop to both interview and observe users in simulated environment.

A research suggestion should be, first we hand out a longer and more curated survey form to a sample of 4000 young users living and studying in Tampere area. The rate of answer received could be assumed to range from 50% to 70%, meaning we could get about 3000 answers over the time of 1 month. Among these 3000 answers, 2000 are from the age of 16-25. This question should be put at the very beginning, acting as the filter question letting respondents continue doing the rest of the questionnaires only if their age is 16-25. From the list of these 2000 respondents, we group and analyse their answers, then we group them into 10 focus groups to observe and do informal interviews. Answers from focus group workshop can be thematic coded, any unclear or interesting points that could lead to requirements specification will be included in the interview questions. From each group, we pick out about 15 people to do this in-depth interview to find out the motivation behind their expectation and their experiences.

3.6 System idea

A mobile application that works like a mini-questionnaire with premade options allowing for quick and simply feedback to be given quickly. A person can open it, set a subject to a slider with more/less and/or good/bad sides, which together with location data forms the feedback gathered, would have an extra button to allow one to customize feedback results a bit more.

4. **CONTEXT OF USE, USERS, PERSONAS AND USER EXPERIENCE**

The application would be publicly available but mainly aimed at young people, the mini questionnaire would include options for need charger points or wifi. The product could be expanded to a helpful option of pointing to the nearest charger point or wifi-service as well. The system could be expanded with a webpage version.

4.1 **Context of use**

The context for the system would be public places, like inside of shopping of shopping malls, campuses and maybe even covered outside areas. A user would use it to inform primarily a lack of the desired service existing in the area, theses reports could then be analyzed for areas or improvements and how to prioritize them.

A webpage version of the system would allow people to complain later if they find themselves lacking a charged device to complain with.

4.2 **Users**

The users can be divided in general to our target group of 16-25 who use mobiles, but other people would inevitably use the system or it's fruits if it proves effective. Younger children would probably not use the applications, but older adults and the elderly could use it to show their dissatisfaction.

The 16-25 group can probably be divided into sections, by education level, wealth and work status. Our primary group is the student population but would also include working and unemployed youth.

In terms of skills the application would be easy to learn for our primary group, unconsidered secondary groups like younger children and elderly might have problems but the children would quickly learn and the elderly might have more generalized problems with application interfaces anyway.

4.3 **Personas**

Mark Douglas is a student of TUT, he is on his second year, has little free time between lectures and exercises that together with travel time keep him from stopping for extended periods of time anywhere. This often leads to his device batteries being low or running out as there are his primary study and entertainment devices. While he has some free time in the day, finding a place to sit and work during school hours where he can also charge his devices is hard. He is not particularly rich, has a cheap data-plan that cannot support constant

use causing him to favor Wi-Fi when available. His hobbies include video games and social media. He sometimes gives feedback and his hopes for more freely using his mobile or laptop for schoolwork and entertainment would allow him to get more things done.

Peter Cameron is an unemployed high school graduate, due to laziness, family wealth or other factors he lacks motivation to get a job and spends time living on benefits. He is socially awkward, and primarily connects to the outside world using cheap devices and free-Wi-Fi. He sometimes sends out job-applications, but his heart is not truly in it and this lack of motivation and social awareness tend to lead him in not getting hired. His hobbies include social media, drinking and forums arguments. He rarely gives feedback, but the hope of more charger points and possibly cheap/free Wi-Fi would tempt him as it would allow him to laze around time more.

4.4 Usability and user experience goals

Currently people will suffer from a lack of charge or not use their devices as much as they would want because of the fear of running out of charge. What people need are way to give feedback about places where they can spend time relaxing in public, waiting or travelling and also charging their devices. When people have sufficient charge to spend and places to hang around at, a public wifi-service, either free or paid would become more tempting and should be considered. From our study people are most expectant of the ability to charge their devices more easily and worry less if not at all about charging their device, for the system this would mean an ability to inform of their lack in the area, which would necessitate making this feedback option easy to accomplish, an interesting option would be customizable feedback settings, where they user can set if they want to give it with a slider, good/bad option or just a single checkbox for more of this option.

In terms of usability goals, the system would be installed easily from the device store or accessed from a single form webpage with a short easily rememberable address. Premade options would allow one to easily choose one's area of complaint with a single hand on mobiles and submit their feedback in under a minute of time spent, making the process feel snappy and quick, with a single quick confirmation message after submission. By having a few clear options, the system would be easy to learn to use, a nice cool color like blue would be pleasing to the eye with possibly and official logo of some sort to give legitimacy to the system.

5. CONCEPTUAL DESIGN

5.1 Conceptual model

A user of the system would find themselves somewhere without a charger or a source of internet. They would proceed to open the application, or browser and going to it's page, possibly through a bookmark. They would then quickly adjust the feedback area in question and press submit, getting a brief Application submitted message to inform the user of their successful use of the app. The application may then close itself, be closed by the user or left open in the background.

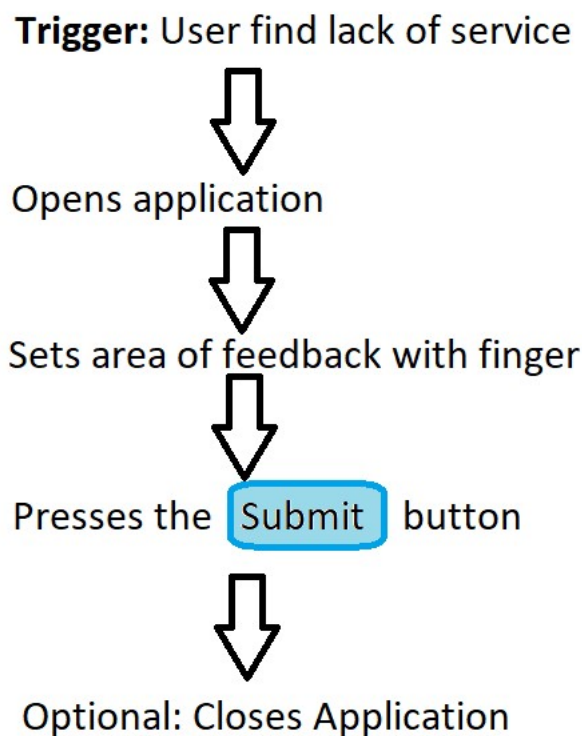


Figure 4. User side conceptual model.

6. CONCLUSIONS

The initial goals we had before starting researching and designing were partly achieved. We have found out behaviours and preferences for a system to give feedback of young people from 16 to 25 years of age living in Tampere area. A simple conceptual model was built based on research study. It is safe to conclude we have achieved our goals quantitatively. However, about the goal in regards to quality, there were some inconsistencies in research results that we get from doing different research method. The results might have been more precise and more in-depth if we chose the research group more focused and in a smaller size. The conceptual model would be the same functional-wise, but we believe the more precise detailed research results can be incorporated into designing a more user friendly system.

7. APPENDICES

Add appendices into this chapter. Appendices include e.g. interview guide, questionnaire form, notes/transcripts from interviews and observations, other possible material collected in interviews and observations, and questionnaire responses. Do your best to include appendices in such way that a reader can easily understand their content.

7.1 Interview appendices

Questions	Explanation of the question	Participant no.1	Participant no.2	Participant no.3	Analysis
		Age: 25 Occupation : Student	21 Student Engineer	Age: 25 Occupation: Student Educational level: MSc. student	
1.How often do you give feedback	Find out how often they give feedback	Rarely	2-3 times a month	sometimes	
2. How have you given feedback?	Open question about the different ways they have given feedback.	Face-to-face, through machines at store	Computer at home	Through webpage	

3. What is your favorite method of giving feedback?	What type did they like the most	Face-to-face	Steam review	online	
4. Where do you give feedback?	Where do they give feedback?	At the place where situation happens	PC at home	Shopping malls, Hospital	
5.* Have you ever used a mobile app to give feedback? Please explain why or why not?	Ask about how they have used feedback	No, Because it requires extra space in mobile phone which I don't want	I didn't use mobile app. I didn't felt any necessity	Yes! Once I used a mobile app for feedback But I didn't understand how it worked so later I deleted the app	
6. How often do you find yourself in need of a recharge while in public.	Ask if they feel the need to recharge and how often. Bring to mind their battery use.	Sometimes	Sometimes	Most of the time as I use mobile phone and laptop a lot	

7. What kind of mobile connection do they have for their mobile device.	Find out cost, speed and possible restrictions and extras. Bring to their mind their mobile connection.	3G unlimited 10e/kk	50 Mb/s, unlimited data, 20e/kk	4G	
8. Where do you use wifi? Work, restaurants, public networks...	Find out about where they use wifi. Reminding subject about their wifi use.	Work and school	Campus, home	Airport, home, TUT library and, where I feel the need of using wifi.	
9. Do you use wearable electronics or other small devices? If so, what kind?	Gather information about what devices they have.	I use Mobilphone	Earphones	mobilephone	
10. Please Explain that Would you be interested in giving feedback about different wifi-connections, mobile	Find out if they would be interested in giving feedback	No, I don't feel need for these things as I use 3G. I can give feedback about Recharge	I don't need wifi so I am not interested to give feedback. But If anyone ask me to give feedback I	Yes. I think if we give feedback about these subjects than authority may have improve their	

connections and places where you can recharge?		point	will. Sometimes I feel need for recharge point so I would like to give feedback about that.	facilities for people	
11. Where would you like to give this feedback? App, webpage, email, mail, in-person.	Find how they would like to give the feedback.	Webpage	Webpage App	webpage	
12. What for should the feedback take? Numerical(1-10) rating, smileys, like--- -----hate meter, like/dislike button, questionnaires, written reviews...	Find what form they would prefer the feedback to be given in.	3	1-5 stars, written component	5	

7.2 Questionnaire appendices

Questionnaire

- What's your occupation?
- How old are you?
 1. <16
 2. 16-25
 3. 26-35
 4. > 35
- Where do you get the feedback?
 1. Shopping Malls
 2. Schools
 3. Bus stop
 4. Website
- How often do you give feedback?
 1. Always
 2. Usually
 3. Seldom
 4. Never
- What's your favorite methods to giving feedback?
 1. Website
 2. Mobile Apps
 3. Paper
 4. Touch Screen
- How important is 3G/4G to you when you go outside?
 1. Very important
 2. Important
 3. Slightly Important
 4. Normal
- How much do you pay per month for 3G/4G?

1. $\geq 3.90\text{€}/\text{kk}$
 2. $\geq 15.90\text{€}/\text{kk}$
 3. $\geq 29.90\text{€}/\text{kk}$
 4. $\geq 44.90\text{€}/\text{kk}$
- How often is your phone/laptop active when you are in public places?
 1. < 2 hours
 2. 2 hours – 4 hours
 3. 5 hours – 7 hours
 4. > 7 hours
 - Where do you get a Wi-Fi?
 1. Shopping Malls
 2. Campus
 3. Restaurants
 4. Other :.....
 - How often is your phone/laptop in a low battery state when you are in a public place?
 1. Always
 2. Usually
 3. Seldom
 4. Never
 - Where should charger points be placed?
 1. Bus Stop
 2. Shopping Mall
 3. On Bus
 4. All of the above
 - Which of these topics would you be interested in giving feedback about?

1. Public Wi-fi
2. Charger points
3. Mobile Connections
4. All of the above

- How would you give this feedback?

1. By website
2. By mobile apps
3. By paper
4. By email