

# YELP IPHONE APP SURVEY DATA REPORT

The purpose of the conducting the survey was to determine the demographics of users and non-users of the Yelp Application (App) for the iPhone, gauge how frequently people use the Yelp App and its competitors for searching local information, to determine user satisfaction with the Yelp App and what features of the Yelp App are being used, and to discover why some iPhone users do not use the Yelp App.

The survey was administered online through Google Forms and was advertised on Facebook and craigslist. Additionally, it was e-mailed to the researchers' friends and families. It was open between September 27 and October 13 and had 42 participants. Out of the 42 participants who use an iPhone, three participants' results were omitted from the final results since they do not search for information on local businesses.

From this data collection, I hope to answer the following research questions:

1. Is there a relationship between how long someone has owned an iPhone and whether or not they have the Yelp App?
2. Is there a relationship between searching habits if a person has or does not have the Yelp App?
3. Are there correlations between how frequently someone uses the Yelp App versus a competitor App?
4. Does Yelp meet the needs of its users?
5. Are Yelp users satisfied with the App? Does Satisfaction Relate to frequency of use?
6. What features are Yelp users using?
7. What are the demographics of Yelp users and non-users and are there common characteristics in each group?

The report is organized by research question and will include relevant survey questions and the results of the descriptive or analytical survey statistics. For a complete list of survey questions, in order, see the Appendix.

## CONTENTS

Research Question 1: Is there a relationship between how long someone has owned and iPhone and whether or not they have the Yelp App? .....	4
Purpose of Research Question and Prediction: .....	4
Relevant Survey Questions .....	4
How Survey Questions Can Answer Research Question .....	4
Results .....	4
Research Question 2: Is there a relationship between searching habits and if a person has or does not have the Yelp App? .....	5
Purpose of Research Question and Prediction .....	5
Relevant Survey Questions .....	5
How Survey Questions Can Answer Research Question .....	6
Results .....	6
Research Question 3: Are there correlations between how frequently someone uses the Yelp App versus a competitor App? .....	8
Purpose of Research Question and Prediction .....	8
Relevant Survey Questions: .....	8
How Survey Questions Can Answer Research Question .....	8
Results .....	8
Research Question 4: Does Yelp meet the needs of its users? .....	9
Purpose of Research Question and Prediction .....	9
Relevant Survey Questions .....	9
How Survey Questions Can Answer Research Question .....	10
Results .....	10
Research Question 5: Are Yelp users satisfied with the App? .....	11
Purpose of Research Question and Prediction: .....	11
Relevant Survey Questions .....	11
How Survey Questions Can Answer Research Question .....	11

Results .....	11
Research Question 6: What features are Yelp users using? .....	13
Purpose of Research Question and Prediction .....	13
Relevant Survey Questions .....	13
How Survey Questions Can Answer Research Question .....	13
Result .....	13
Research Question 7: What are the demographics of Yelp users and non-users and are there common characteristics in each group? .....	15
Purpose of Research Question and Prediction .....	15
Relevant Survey Questions .....	15
How Survey Questions Can Answer Research Question .....	15
Results .....	16
Appendix: List of Survey Questions .....	18

## RESEARCH QUESTION 1: IS THERE A RELATIONSHIP BETWEEN HOW LONG SOMEONE HAS OWNED AN IPHONE AND WHETHER OR NOT THEY HAVE THE YELP APP?

### PURPOSE OF RESEARCH QUESTION AND PREDICTION:

Yelp is a popular web-based application where users can post reviews and rate local businesses as well as read other users' reviews and ratings. Yelp as an iPhone App would likewise be popular since it is the mobile version of the web-based application. It is also free to download. iPhone users can easily download it from the App store. It is possible that people who do not have the Yelp App may have only owned the iPhone for a short while. My prediction is that people who do not have the Yelp iPhone App probably owned the Yelp App for a short time, and perhaps, did not have time to download it.

### RELEVANT SURVEY QUESTIONS

SQ1: How long have you had an iPhone?

A: A couple weeks, A couple months, About a year, Over a year

SQ11: Do you use Yelp, the iPhone app, for researching information about local businesses?

A: Yes, No

SQ22: Did you know that a Yelp App Existed?

A: Yes, but I did not want to download it. Yes, but I had it and deleted it. No, but now I am interested in downloading it. No, and I will not download it.

SQ23: Have you ever used the Yelp App?

A: Yes, on someone else's phone. Yes, on my phone but I deleted it. No, I've never used it.

### HOW SURVEY QUESTIONS CAN ANSWER RESEARCH QUESTION

The results of SQ1, "How long have you had an iPhone?", will be broken into two groups based on participants responses to SQ11, "Do you use Yelp, the iPhone app, for researching information about local businesses?". I can convert the results to percentages to compare the lengths in iPhone ownership between users and non-users of the Yelp iPhone App. If it appears that a larger percent of Yelp users have had their phones longer than Yelp non-users, I can run a T-Test to see if that difference is statistically significant.

In addition to comparing lengths of iPhone ownership between users and non-users of the Yelp iPhone App, I can determine what are the reasons participants do not use the Yelp iPhone App using the results of SQ22, "Did you know that a Yelp App Existed?", and SQ23, "Have you ever used the Yelp App".

### RESULTS

The results of SQ1 is displayed in the Table 1 below in two groups, users of the Yelp iPhone App and non-users of the Yelp iPhone App as determined by SQ11. It is difficult to compare the number of Yelp users and non-users since there were 29 participants who were Yelp users and only 10 that were Yelp non-users. To make comparison easier, the percentage of each group has been calculated and displayed in the last two columns.

	# of Yelp Users	# of Yelp Non-Users	Percent of Total Yelp Users	Percent of Total Yelp Non-Users
<b>A couple weeks</b>	1	2	3%	20%
<b>A couple months</b>	10	4	34%	40%
<b>About a year</b>	2	1	7%	10%
<b>Over a year</b>	16	3	55%	30%

**Table 1: Summary of results of length of iPhone ownership organized by users and non-user of the Yelp iPhone App**

A two-tailed t-test was run to determine if there was a significant difference between users and non-users of the Yelp iPhone App in length of iPhone ownership. The p-value was 0.14969777, which is not less than .05. Therefore, the difference is not significant. This means that the differences in length of iPhone ownership between users and non-users can be attributed to random chance than a consistent pattern.

The results of SQ22, "Did you know that a Yelp App Existed?", for Yelp non-users only are displayed in the table below.

<b>Did you know that a Yelp App Existed?</b>	Number of Non-Users	Percent of Total Non-Users
<b>Yes, but I did not want to download it.</b>	0	0%
<b>Yes, I had it but I deleted it</b>	0	0%
<b>Yes, but I have not had time to download it.</b>	3	30%
<b>No, but now I am interested in downloading it.</b>	2	20%
<b>No, and I will not download it.</b>	5	50%

**Table 2: Summary of results of SQ22 "Did you know that a Yelp App Existed?"**

Based on the results of SQ22, seven out of the ten Yelp non-users did not know that a Yelp App existed. However, among those seven, five chose the response that they "will not download it". Since the sample size of Yelp non-users was so small, it is difficult to interpret these results as significant.

To answer RQ1, based on the results of this survey, there is not a relationship between how long someone has owned the iPhone and whether or not they have the Yelp App.

## RESEARCH QUESTION 2: IS THERE A RELATIONSHIP BETWEEN SEARCHING HABITS AND IF A PERSON HAS OR DOES NOT HAVE THE YELP APP?

### PURPOSE OF RESEARCH QUESTION AND PREDICTION

Since users of the Yelp iPhone App can search for many different categories of local businesses, I wondered if iPhone non-Yelp users did not use the App because they had different needs when it comes to searching for local businesses. As noted in [Universal Principles of Design](#), Hick's Law indicates that having too many choices can overwhelm a user (Lidwell et. al. 2010). Therefore, I predict that Yelp App users will have a very broad need for searching information whereas Yelp App non-users will either have the need for fewer categories for searching local information because they may feel overwhelmed by the choices available in the Yelp App.

### RELEVANT SURVEY QUESTIONS

SQ2: Why do you search for information on local businesses? A: Planning where to go with friends or family, Wanted to discover new businesses, To find high-quality or reputable business

SQ3: When you search for information about local businesses, how often are you browsing for new places with NO specific category or theme in mind? A: Always, Often, Sometimes, Rarely, Never

SQ4: When you search for information about local businesses, how often do you have a specific category or theme in mind? A: Always, Often, Sometimes, Rarely, Never

SQ5: Which categories of businesses do you search for most often? (check all that apply) A: Restaurants, Bars, Coffee & Tea Shops, Gas & Service Stations, Drugstores, Shopping, Nightlife, Health & Medical, Beauty & Spas, Arts & Entertainment, Hotels & Travel, Other

SQ7: Which categories of business are LEAST useful to you? (check all that apply) A: Restaurants, Bars, Coffee & Tea Shops, Gas & Service Stations, Drugstores, Shopping, Nightlife, Health & Medical, Beauty & Spas, Arts & Entertainment, Hotels & Travel, Other

SQ9: How important are customer reviews and ratings in your decision process to use a local business?

SQ11: Do you use Yelp, the iPhone app, for researching information about local businesses?

A: Yes, No

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## HOW SURVEY QUESTIONS CAN ANSWER RESEARCH QUESTION

The survey had several questions asking participants about their purpose searching for information on local businesses (SQ2) and their habits (SQ3-5) and preferences (SQ7, SQ9). Using the results from SQ11, “Do you use Yelp, the iPhone app, for researching information about local businesses?”, I can divide the results from SQ2-6, SQ7, and SQ9 into two groups, users and non-users of the Yelp iPhone App (SQ11) and run two-tailed t-tests or chi square test on the two groups to determine if there is a significant difference between searching habits and preferences.

For results from SQ2, I can run chi square test comparing the responses of the users and non-users of the Yelp App. Although chi square tests are used to determine if actual results will match my expectations, I wanted to see if I can use chi square test to confirm there is a difference in two groups or if they are the same.

I can run t-tests comparing users and non-users of the Yelp iPhone App to see if their frequency in searching without categories (SQ3) and with categories (SQ4) differ. I can also run t-tests on the results of SQ5, SQ7, and SQ9 to see if Yelp iPhone App users and non-users differ in their searching preferences.

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## RESULTS

I compared the results of SQ2, “Why do you search for information on local businesses” between Yelp users and non-users. Below is a table with the summary of the results.

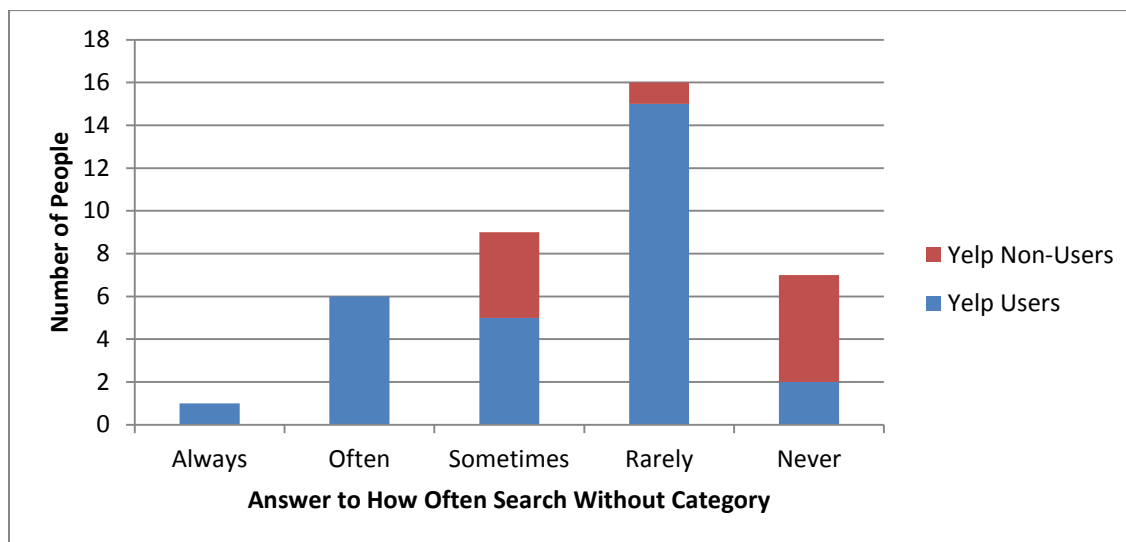
	Yelp user	Yelp non-user	Yelp user percent	Yelp non-user percent
<b>Planning where to go</b>	26	9	74%	26%
<b>Discover new businesses</b>	17	3	85%	15%
<b>Heard of Business</b>	16	6	73%	27%

<b>To find high quality business</b>	13	6	68%	32%
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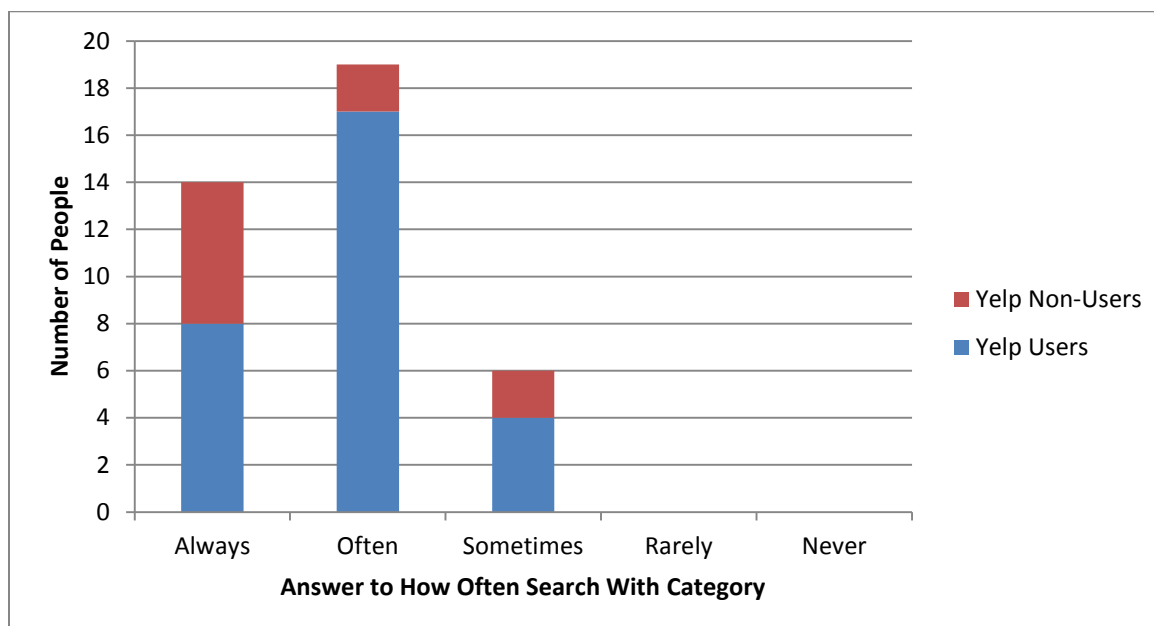
Table 3: Summary of the results of SQ2 "Why do you search for local businesses?" organized by Yelp users and non-users

To determine if there was a significant difference between Yelp users and non-users, I ran a chi square test on the data above. The p-value was 2.49368E-26 which is below .05, making it a significant difference in purpose for searching information between Yelp users and non-users. Although the chi square test showed that the difference is significant, I am still skeptical since we had a small number of participants, especially Yelp non-users.

For SQ3 and SQ4, I placed the data in bar graphs to visually see the differences between users and non-users.



Graph 1: bar graph comparing number of Yelp users and non-users and how often they search without a category in mind



Graph 2: bar graph comparing number of Yelp users and non-users and how often they search with a category in mind

Based on the graphs, the differences between Yelp users and non-users appear significant. I ran two-tailed t-tests on the data to determine if there was a difference in how often Yelp users and non-users search for information with and without categories. For both with and without categories, the p-values were larger than .05 making the differences not significant. Thus, the differences that occur in this data set appear to be due to chance.

I also ran a two-tailed t-test on the number of categories searched most (SQ5), number of categories searched least (SQ7), and importance of reviews and ratings for decision-making (SQ9) between the two groups, Yelp iPhone App users and non-users. I calculated the number of categories searched most and least by counting how many categories were checked per participant. The p-value for the tests were 0.68, 0.37, and 0.56, none of which are less than 0.05 making the probability of the differences due to chance.

### RESEARCH QUESTION 3: ARE THERE CORRELATIONS BETWEEN HOW FREQUENTLY SOMEONE USES THE YELP APP VERSUS A COMPETITOR APP?

#### PURPOSE OF RESEARCH QUESTION AND PREDICTION

Since there are many iPhone Apps that provide similar functions as the Yelp iPhone App, I wanted to see if there is a relationship between how often someone uses the Yelp App and its competitors Apps. The Yelp iPhone App provides users with a lot of information about the business in addition to user ratings and reviews. I imagine that the Yelp iPhone App would be a “one-stop shop” for users. Therefore, I predict that there will be a negative correlation between the how often someone uses the Yelp App versus a competitor App since the App would, hypothetically, meet all the user’s needs. In other words, if a user has a high usage of the Yelp App, it is less likely they will use Google Maps.

#### RELEVANT SURVEY QUESTIONS:

SQ1: How long have you had an iPhone?

A: A couple weeks, A couple months, About a year, Over a year

SQ10: Please choose how often you use the following iPhone apps for business ratings/reviews, locations, and general information: UrbanSpoon, Google Maps, Traditional Website through Safari, Travel Mate, Around Me, GrubHub, Facebook, Trip Advisor, Angie’s List, Google, Metromix-Nearby, Foursquare, Grub.with.us, Better Business Bureau, Other App

A. Daily, Weekly, Monthly, Yearly, Never

#### HOW SURVEY QUESTIONS CAN ANSWER RESEARCH QUESTION

I can run correlations comparing the frequency in use of the Yelp App to the competitor Apps. I can also run descriptive statistics of the frequency in use of all Apps.

#### RESULTS

Below is a table with a summary the results of SQ10, how often survey participants use various iPhone Apps for searching for local information. The numbers used below are associated with the following answer options: 4 = Daily, 3 = Weekly, 2 = Monthly, 1 = Yearly, 0 = Never.



	Mean	Standard Deviation	Median	Mode	Range
Urban Spoon	0.92	1.16	0	0	0-3
Google Maps	2.85	0.78	3	3	1-4
Website Safari	2.74	1.29	3	3	0-4
Travelmate	0.49	1.12	0	0	0-4
AroundMe	0.51	1.10	0	0	0-4
GrubHub	1.03	1.27	0	0	0-4
Twitter	1.33	1.59	0	0	0-4
Facebook	2.38	1.62	3	4	0-4
Trip Advisor	.85	1.20	0	0	0-4
Angie's List	.59	1.04	0	0	0-3
Google	3.03	1.18	3	4	0-4
Yellow Pages	0.78	1.17	0	0	0-4
MetroMix	1.08	1.35	0	0	0-4
Foursquare	0.74	1.35	0	0	0-4
Grub.with.us	0.46	1.07	0	0	0-4
BBB	0.46	0.91	0	0	0-3
Yelp	1.95	1.21	2	3	0-4
Other	0.36	0.99	0	0	0-4

Table 4: Summary of responses to SQ10 "Please choose how often you use the following iPhone apps for business ratings/reviews, locations, and general information"

Facebook and Google both had a mode of 4, indicating that most of participants answered that they use those Apps daily. The mean for each were 2.38 (SD 1.62) and 3.03 (SD 1.18) respectively, which would make Google appear to be more frequently used than Facebook. In comparison, the Yelp iPhone App had a mode of 3, meaning most participants answered that they use the Yelp iPhone App weekly, and a mean of 1.95. It looks like there are other Apps being used more frequently than the Yelp App.

I ran correlations between how frequently one uses the Yelp App versus a competitor App. Google, Facebook, Trip Advisor, and Yellow Pages came up with negative correlations when compared with the Yelp App, whereas all other apps showed a positive correlation. However, only Urban Spoon ( $r = 0.32$ ) and Grub Hub ( $r = 0.31$ ) had a correlation coefficient that was significant since they were greater than critical value associated with the degree of freedoms. Both correlations were positive. Therefore, it appears that the more frequently a participant used the Yelp iPhone App, they were also likely to use the Urban Spoon and Grub Hub App more frequently as well.

#### RESEARCH QUESTION 4: DOES YELP MEET THE NEEDS OF ITS USERS?

##### PURPOSE OF RESEARCH QUESTION AND PREDICTION

Since the Yelp iPhone App has many features and explores many categories, I wanted to see if the App met the needs of its users. Again, referring to Hick's Law, having too many choices can be overwhelming. However, I expect users of the Yelp App will see the App as meeting their needs.

##### RELEVANT SURVEY QUESTIONS

SQ5: Which categories of businesses do you search for most often? (check all that apply) A: Restaurants, Bars, Coffee & Tea Shops, Gas & Service Stations, Drugstores, Shopping, Nightlife, Health & Medical, Beauty & Spas, Arts & Entertainment, Hotels & Travel, Other

SQ6: Which one category of business do you search for most often? (check all that apply) A: Restaurants, Bars, Coffee & Tea Shops, Gas & Service Stations, Drugstores, Shopping, Nightlife, Health & Medical, Beauty & Spas, Arts & Entertainment, Hotels & Travel, Other

SQ15: Which categories of businesses do you search for most often using the Yelp app? (check all that apply) A: Restaurants, Bars, Coffee & Tea Shops, Gas & Service Stations, Drugstores, Shopping, Nightlife, Health & Medical, Beauty & Spas, Arts & Entertainment, Hotels & Travel, Other

SQ16: Which one category of business do you search for most often using the Yelp app? (check all that apply) A: Restaurants, Bars, Coffee & Tea Shops, Gas & Service Stations, Drugstores, Shopping, Nightlife, Health & Medical, Beauty & Spas, Arts & Entertainment, Hotels & Travel, Other

## HOW SURVEY QUESTIONS CAN ANSWER RESEARCH QUESTION

I can compare the results of SQ5 to SQ15 and SQ6 to SQ16 since they ask the same question except the latter questions specify when using the Yelp iPhone App. I can find out if Yelp meets the needs of its users by running a chi square test, using SQ15/16 as the actual range since those questions ask about Yelp users actual use of the Yelp App and SQ5/6 as the expected range since those questions identify the needs of Yelp users in general.

## RESULTS

Below are the results of SQ5, SQ6, SQ15, and SQ16.

	Most Categories Searched	Most Categories Searched on the Yelp App	Most Category Searched	Most Category Searched on the Yelp App
<b>Restaurants</b>	26	25	21	20
<b>Bars</b>	23	17	3	2
<b>Coffee&amp;Tea</b>	15	11	0	0
<b>Gas&amp;Service</b>	8	5	0	0
<b>Drugstores</b>	9	2	1	0
<b>Shopping</b>	14	9	3	2
<b>Nightlife</b>	10	6	0	1
<b>Health&amp;Medical</b>	7	3	0	2
<b>Beauty&amp;Spas</b>	8	6	0	0
<b>Arts&amp;Entertainment</b>	11	5	0	0
<b>Hotels&amp;Travel</b>	7	7	1	1
<b>Other</b>	1	0	0	0

Table 5 Responses of Yelp iPhone users on searching habits in general and on the Yelp App

Chi square tests were run on the data above. Results from searching habit questions on the Yelp iPhone App (SQ15 and SQ16) were used as the actual range whereas results from searching habit questions in general (SQ5 and SQ6) were used as the expected range. The p-value for SQ5 and SQ15 was 0.0499, which is statistically significant since it is below .05. This means there is a less than 5% chance that the expected range and the actual range matched was due to chance. A chi square test was run comparing SQ6 and SQ16; the p-value was 1.00, making it statistically not significant since it was greater than 0.05.

## RESEARCH QUESTION 5: ARE YELP USERS SATISFIED WITH THE APP?

### PURPOSE OF RESEARCH QUESTION AND PREDICTION:

Our group wanted to know if users are satisfied with the Yelp iPhone App. As stated previously, the Yelp iPhone App has many features and information for users. I predict that Yelp users will be satisfied with the App.

### RELEVANT SURVEY QUESTIONS

SQ12: In general, how often do you use the Yelp iPhone app?

A: Few times daily, daily, few times per week, weekly, few times per month, monthly, yearly

SQ18: Please rate your satisfaction with each of the following Yelp app features:

A: Very Satisfied, Satisfied, Somewhat Satisfied, Not Satisfied, I was not aware of this feature/I do not use this feature.

SQ21: Thinking about the Yelp app, how would you rate your overall satisfaction with the product?

A: Very Satisfied, Satisfied, Somewhat Satisfied, Not Satisfied

### HOW SURVEY QUESTIONS CAN ANSWER RESEARCH QUESTION

I can run a correlation to see if frequency in use of the Yelp App (SQ12) relates to satisfaction of the Yelp app (SQ21). I can run descriptive statistics of the results from SQ18 and SQ21.

### RESULTS

I ran a correlation between how often a Yelp App user uses the App and their overall satisfaction. The p-value (0.210464988) was not less than 0.05. Therefore, correlation was not significant.

Below is a table with the summary of SQ18 asking about satisfaction with different features of the Yelp iPhone App and SQ21 asking about overall satisfaction with the Yelp iPhone App. The number values for satisfaction are as follows: 3 = Very Satisfied, 2 = Satisfied, 1 = Somewhat Satisfied, 0 = Not Satisfied. Participants also had the option to select "I was not aware of this feature/I do not use this feature" and those results will be displayed below this chart.

	Mean	Standard Deviation	Median	Mode	Range
<b>Nearby</b>	2.19	0.88	2	3	0-3
<b>About Me</b>	1.38	0.51	1	1	1-2
<b>Bookmark</b>	1.21	0.97	1	1	0-3
<b>Check-in</b>	1.10	0.88	1	1	0-3
<b>Newsfeed</b>	1.30	0.67	1	1	1-3
<b>Friends</b>	1.45	0.82	1	1	0-3
<b>Recent</b>	1.33	0.65	1	1	0-2
<b>Check-in</b>	1.33	0.87	1	1	0-3
<b>Leaderboard</b>					

<b>Monocle</b>	1.31	0.75	1	2	0-2
<b>Overall Satisfaction</b>	2.00	0.85	2	2	0-3

Table 6 Summary of the results of overall satisfaction with the Yelp App and specific features

	I was not aware of/do not use this feature	Percent of Total Yelp iPhone users
<b>Nearby</b>	2	7%
<b>About Me</b>	16	55%
<b>Bookmark</b>	15	52%
<b>Check-in</b>	19	66%
<b>Newsfeed</b>	19	66%
<b>Friends</b>	18	62%
<b>Recent</b>	17	59%
<b>Check-in Leaderboard</b>	20	69%
<b>Monocle</b>	16	55%

Table 7 Number of Yelp iPhone App users who did not know or do not use App features

Overall, Yelp iPhone App users are satisfied with the App. Yelp iPhone App users appear as though they are satisfied with the “Nearby” feature and somewhat satisfied with the other features. However, most of the descriptive statistics in table 6 analyzed less than half of the total responses. Table 7 shows that most of the participants either were not aware of a feature or do not use it. Therefore, it is difficult to interpret the results of table 6 as significant since most of the participants could not rate their satisfaction because they had not used the feature.

I ran correlations between overall satisfaction and number of features not used to determine if overall satisfaction was satisfied with the number of features not used. I determined number of features not used by counting how many of the features a participant noted that they were not aware or do not use the feature from SQ18. The correlation coefficient was -0.05, which would show a negative correlation between overall satisfaction and number of features not used. However, the correlation was not significant since the coefficient was not greater than the critical value.

The survey also had a question asking Yelp iPhone App users if they found features difficult or nonsensical. I ran correlations between overall satisfaction and number of features believed to be nonsensical or difficult. I determined the number of features by counting how many features each participant checked as nonsensical or difficult. Correlation coefficient was 0.03, which is not greater than the critical value. Therefore, the correlation is not significant.

## RESEARCH QUESTION 6: WHAT FEATURES ARE YELP USERS USING?

### PURPOSE OF RESEARCH QUESTION AND PREDICTION

There are many features in Yelp. As I noted previously, I understand that users may be overwhelmed by their choices (Lidwell et. al. 2010). Although I have stated earlier that I believe the Yelp iPhone App meets the needs of its users, it does have many features that may be beyond what users actually need. The Yelp iPhone App has many features and we wanted to know which features people actually use. My predictions are that most users use the search feature, called “Nearby”, and all other features less frequently.

### RELEVANT SURVEY QUESTIONS

SQ12: In general, how often do you use the Yelp iPhone app?

A: Few times daily, daily, few times per week, weekly, few times per month, monthly, yearly

SQ17: Which features of the Yelp app do you use most often? (check all that apply)

A: Nearby, About Me, Bookmarks, Check-In, Friends, Recents, Settings, Search, Check-In Leaderboard, Monocle, Other

SQ18: Please rate your satisfaction with each of the following Yelp app features:

A: Very Satisfied, Satisfied, Somewhat Satisfied, Not Satisfied, I was not aware of this feature/I do not use this feature.

SQ19: Which features, if any, are difficult or nonsensical for you to use? (check all that apply)

A: Nearby, About Me, Bookmarks, Check-In, Friends, Recents, Settings, Search, Check-In Leaderboard, Monocle, Other

### HOW SURVEY QUESTIONS CAN ANSWER RESEARCH QUESTION

SQ17 asks users what features they use the most often. I can get a percentage of features being used the most. Although SQ18 asks participants about their satisfaction with various Yelp features, it does include “I was not aware of this feature/I do not use this feature” option for an answer. I can calculate the percentage of participants who picked this option per feature. Finally, SQ19 asks participants to pick features that they think are difficult or nonsensical to use. I can use the results and create percentages.

### RESULT

SQ18 asks Yelp iPhone App users to rate their satisfaction with a feature or indicate that they have not used their feature. As shown in table 7 under the previous research question, for all the features listed other than “Nearby”, more than half of the participants did not use the feature and, therefore, could not rate their satisfaction level with the feature.

I wanted to see if people did not use certain features because they did not use the App frequently. I ran a correlation between the frequency of using the Yelp App and the number of features not used. The correlation

coefficient was -0.69, which, as an absolute value, is larger than the critical value (0.367, df 27) which means there is a significant correlation. Thus, the more frequently someone uses the Yelp App, the more likely they were to have reported a lower number of features not used. In other words, the users who used the App more frequently also used more of the features.

SQ17 asked participants which features they used the most. Below is a table summarizing the results.

	Number of Yelp users	Percent out of total Yelp users
Nearby	22	76%
About Me	6	21%
Bookmarks	6	21%
Check-in	5	17%
Newsfeed	6	21%
Friends	3	10%
Recents	2	7%
Settings	2	7%
Search	15	52%
Check-in Leaderboard	2	7%
Monocle	3	10%
Other	0	0%

Table 8 Number of Yelp iPhone App users that use the above features the most

Although table 7 shows that more than half of participants do not use all the features of the Yelp iPhone App, there are some Yelp iPhone App users who, not only use the feature, but do use it frequently. Still, it is a small percentage of the total Yelp iPhone App users surveyed.

SQ19 asks Yelp iPhone Apps users which features do they find difficult to use or are nonsensical to use. Below is a table with the results.

	Number of Yelp users	Percent out of total Yelp users
Nearby	2	7%
About Me	10	34%
Bookmarks	6	21%
Check-in	11	38%
Newsfeed	6	21%
Friends	6	21%
Recents	5	17%
Settings	2	7%
Search	2	7%
Check-in Leaderboard	10	34%
Monocle	7	24%
Other	0	0%
None Selected	7	24%

Table 9 Number of Yelp iPhone users that believe the above features are difficult or nonsensical

Check-in, Check-in Leaderboard, and About Me had the top three votes for a difficult to use or nonsensical feature. About a quarter of Yelp iPhone App users did not think that there were any features of the Yelp App that were difficult to use or nonsensical.

To answer the research question, “Nearby” is the feature used the most, followed by “Search”, which was not a featured included in the satisfaction question. In general, a majority of the users do not use the other features.

## RESEARCH QUESTION 7: WHAT ARE THE DEMOGRAPHICS OF YELP USERS AND NON-USERS AND ARE THERE COMMON CHARACTERISTICS IN EACH GROUP?

### PURPOSE OF RESEARCH QUESTION AND PREDICTION

Our group wanted to know if there were common characteristics of demographics of users and non-users of the Yelp iPhone App to help determine who I should look for our usability tests and observation/interview.

I predict that Yelp users are predominantly from an urban area since it is high density and generally have more choices for local business than suburban or rural. I do not have predictions for age group and gender.

### RELEVANT SURVEY QUESTIONS

SQ11: Do you use Yelp, the iPhone app, for researching information about local businesses?

A: Yes, No

SQ24: What is your age?

A: Free Response

SQ25: What is your gender?

A: female, male, prefer not to answer

SQ26: Where do you spend most of your leisure time?

A: Rural/Countryside, Suburb, Urban/City

SQ27: Where do you reside?

A: Rural/Countryside, Suburb, Urban/City

SQ28: How would you describe your primary employment status?

A: Employed for Wages, self-employed, out of work and looking for work, out of work but not looking for work, homemaker, student, retired, unable to work

### HOW SURVEY QUESTIONS CAN ANSWER RESEARCH QUESTION

I can divide the results of the questions relating to demographics based on the results of SQ11 into users and non-users of the Yelp iPhone App. I can run descriptive statistics of the results from SQ24, “what is your age?”.

## RESULTS

Below is a table with the descriptive statistics of SQ24: "What is your age?"

	All Respondents	Yelp User	Yelp Non-User
<b>Mean</b>	31	30	33
<b>Median</b>	31	30	31
<b>Mode</b>	31	30	31
<b>Standard Deviation</b>	6.5	5.1	9.4
<b>Range</b>	21-56	21-41	24-56

Table 10 Descriptive statistics of age

There does not appear to be very drastic age differences in Yelp users and non-users.

Below is a table showing the results for SQ25: "What is your gender?" organized by Yelp user or Yelp non-user. The participant gender breakdown appears to be almost 50/50 for both Yelp users and non-users.

	Female	Male	No Response
<b>Yelp User</b>	15	14	0
<b>Yelp Non-User</b>	6	4	0

Table 11 Number of female and male participants broken down by Yelp user and non-user

SQ26 asks participants where they spend their leisure time and SQ27 asks participants where they reside. Below are the tables showing the results

	Urban	Suburban	Rural
<b>Yelp User</b>	23	6	0
<b>Yelp Non-User</b>	5	4	1

Table 12 Yelp users and non-users and locations where they spend leisure time

	Urban	Suburban	Rural
<b>Yelp User</b>	22	7	0
<b>Yelp Non-User</b>	4	4	1

Table 13 Yelp users and non-users and locations where they reside

Below is a table of the results for SQ28 asking participants about their employment status.



	Employed	Self-employed	Student	Homemaker	Unemployed and looking
Yelp user	23	1	4	0	0
Yelp non-user	5	1	3	1	1

**Table 14** Employment status organized by Yelp user and non-user

It appears that the most prevalent demographics for Yelp iPhone App users are people who spend both reside and spend their leisure time in an urban area and are employed for wages. However, this description is not limited to Yelp users only since Yelp non-users are just as likely to have the same demographics. Thus, to answer the research question, the survey results did not show specific, limited demographics for Yelp iPhone App users.

## APPENDIX: LIST OF SURVEY QUESTIONS

	Questions for All Qualified Participants
SQ1	How long have you had an iPhone?
SQ2	Why do you search for information on local businesses?
SQ3	When you search for information about local businesses, how often are you browsing for new places with NO specific category or theme in mind?
SQ4	When you search for information about local businesses, how often do you have a specific category or theme of business in mind?
SQ5	Which categories of businesses do you search for most often? (check all that apply)
SQ6	Which one category of business do you search for most often? (check one only)
SQ7	Which categories of business are LEAST useful to you? (check all that apply)
SQ8	Under what circumstances would you rate or write a review for a local business online?
SQ9	How important are customer reviews and ratings in your decision process to use a local business?
SQ10	Please choose how often you use the following iPhone apps for business ratings/reviews, locations, and general information:
SQ10a	... UrbanSpoon
SQ10b	...Google Maps
SQ10c	...Traditional Website through Safari
SQ10d	...TravelMate
SQ10e	...AroundMe
SQ10f	...GrubHub
SQ10g	...Twitter
SQ10h	...Facebook
SQ10i	...Trip Advisor
SQ10j	...Angie's List
SQ10k	...Google
SQ10l	...Yellow Pages
SQ10m	...Metromix – Nearby
SQ10n	...Foursquare
SQ10o	...Grub.with.us
SQ10p	...Better Business Bureau
SQ10q	...Yelp
SQ10r	...Other
SQ11	Do you use Yelp, the iPhone app, for researching information about local businesses?
	Questions for Yelp Users
SQ12	In general, how often do you use the Yelp iPhone app?
SQ13	When using the Yelp app, what is the most common purpose for your usage? (check all that apply)
SQ14	When completing the activities above, would you say you Yelp is:
SQ15	Which categories of businesses do you search for most often using the Yelp app? (check all that apply)
SQ16	Which ONE category of business do you search for most often?
SQ17	Which features of the Yelp app do you use most often? (check all that apply)
SQ18	Please rate your level of satisfaction with each of the following Yelp app features:
SQ18a	...Nearby
SQ18b	...About Me
SQ18c	...Bookmarks
SQ18d	...Check In
SQ18e	...Newsfeed
SQ18f	...Friends

SQ18g	...Recents
SQ18h	...CheckIn Leaderboard
SQ18i	...Monocle
SQ19	Which features, if any, are difficult or nonsensical for you to use? (check all that apply)
SQ20	Thinking of apps similar to Yelp, which ONE do you use most often?
SQ21	Thinking about the Yelp app, how would you rate your overall satisfaction with the product? - Satisfaction Level
	Questions for Yelp Non-Users
SQ22	Did you know that a Yelp App Existed?
SQ23	Have you ever used the Yelp App?
	Demographic Questions
SQ24	What is your age?
SQ25	What is your gender?
SQ26	Where do you spend most of your leisure time?
SQ27	Where do you reside?
SQ28	How would you describe your primary employment status?