

Stamped Reader Survey

1. What is your gender?

Male

Female

Prefer not to say

2. How many times a week do you collect points/stamps

0

1-2

3-4

5+

3. Please answer the following:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am more likely to complete a stampcard once I start collecting one					
I occasionally forget/misplace my loyalty cards					

4. Please answer the following:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I find this 'tapping method' of collecting loyalty points useful					
I find the application easy to use					
I prefer using the application over paper-based loyalty schemes					

5. Please rate the following

	Extremely Likely	Very Likely	Somewhat Likely	Unlikely	Very Unlikely
how likely would you use this system on a regular basis					
how likely are you to recommend this system to friends					

6. [ONLY ANSWER THIS QUESTION IF YOU TESTED SYSTEM A]

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
badges/achievements would encourage you to use the application					

7. [ONLY ANSWER THIS QUESTION IF YOU'RE USING SYSTEM B]

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I enjoyed collecting/engaging with badges					

8. What do you like about the system?**9. What do you dislike about the system?****10. Any other comments?**