Prototype User Data Dictionary and Questionnaire:

This questionnaire has been fielded to users of the new prototype. Some of these users have purchased our existing product (denoted by a “customer\_id”) and some have never purchased our existing product.

Below are the variable names from the prototype user data with an explanation of what values are included in the variable columns. For data that have come from the survey, I have provided the survey question that was asked. For some questions, precodes (numeric values) are shown in place of text values to help facilitate analysis.

Data types are noted in the database schema drawing in the appendix of this report.

id – Unique id generated by survey software when taking survey

first\_name – First name

last\_name – Last name

email – Email address

state – U.S. state

ip\_address – IP address of respondent

customer\_id – ID if respondent had purchased previous product (join with user data)

survey\_date – Date that the respondent took the survey

proto\_purchasedate – Date that the new prototype was purchased

amountspent – Amount of money spent on prototype

Survey questions:

annual\_income – Annual Income of respondent

* What is your annual income?
  + 0-$24,999
  + $25,000-$49,999
  + $50,000-$74,999
  + $75,000-$99,999
  + $100,000-$124,999
  + $125,000 or more

gender – Gender of respondent

* What is your gender?
  + M – Male
  + F – Female

satisfaction – Report satisfaction with the prototype

* Overall, how satisfied have you been with this product? On a scale of 10-0, where 10 is “Extremely Satisfied” and 0 is “Not At All Satisfied”.
  + 0-10

satisfaction\_oe – Text explanation for level of satisfaction

* What makes you say this?
  + Open end response

selfrun – Respondents describe themselves

* How frequently do you run/jog?
  + Daily (5)
  + Weekly (4)
  + A few times a month (3)
  + Monthly (2)
  + Rarely (1)
  + Never (0)

runtrack – Frequency of run tracking

* How frequently did you use the product to track your runs?
  + Daily (5)
  + Weekly (4)
  + A few times a month (3)
  + Monthly (2)
  + Rarely (1)
  + Never (0)

selfcycle – Respondents describe themselves

* How frequently do you cycle?
  + Daily (5)
  + Weekly (4)
  + A few times a month (3)
  + Monthly (2)
  + Rarely (1)
  + Never (0)

cycletrack– Frequency of cycle tracking

* How frequently did you use the product to track your biking/cycling?
  + Daily (5)
  + Weekly (4)
  + A few times a month (3)
  + Monthly (2)
  + Rarely (1)
  + Never (0)

community – Frequency of using community

* How frequently did you use interact with other users in the user community?
  + Daily (5)
  + Weekly (4)
  + A few times a month (3)
  + Monthly (2)
  + Rarely (1)
  + Never (0)

portal – Frequency of viewing portal

* How frequently did you view your data in the online user portal?
  + Daily (5)
  + Weekly (4)
  + A few times a month (3)
  + Monthly (2)
  + Rarely (1)
  + Never (0)

setup – Satisfaction with setup

* Overall, how satisfied were you with the ease of setting up your user account? On a scale of 10-0, where 10 is “Extremely Satisfied” and 0 is “Not At All Satisfied”.
  + 0-10

oneupdate – What one feature is most important to you in this shoe?

* Comfort
* Style
* Performance
* Price

agerange – What is your current age?

* Under 24 years old
* 24-44 years old
* 45 years old or older