**Focus Group: Scenarios & Features Questionnaire**

**January 5, 2012**

Name:

**Scenarios**

*Soccer Practice*

*Buy Groceries*

*Book Club*

*Mom’s Birthday*

*Clean Gutters*

1. Choose the top 3 scenarios that resonate with you? Why?
2. Choose the top 3 scenarios you think “Zaplify” could help you with? Why?
3. Are there more appealing scenarios that such a service could help you with?

**Features**

1. Rank from top (1) to bottom (5) how you would want to interact with such a service?

\_\_\_\_\_ SmartPhone

\_\_\_\_\_ Tablet

\_\_\_\_\_ Web browser

\_\_\_\_\_ Email or Calendar add-in

\_\_\_\_\_ Facebook app

1. Rank from top (1) to bottom (5) how you want to input information into the service?

\_\_\_\_\_ Speak into your Smartphone

\_\_\_\_\_ Type into your Smartphone

\_\_\_\_\_ Type into your computer

\_\_\_\_\_ Connect to existing applications (calendar, contacts, Facebook, etc.)

\_\_\_\_\_ Other?

1. Would it be preferable to choose from a menu of choices OR to support “free-form” input (text or speech) that potentially asks clarifying questions?
2. Would it be acceptable to input information in a fixed sequence? (e.g. what, when, where, …)
3. Is it important the service integrate with an existing Calendar application? Which one?
4. Is it important to share information or collaborate with family or friends?
5. Would you want the service to post information to your Facebook or Twitter?