**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. Please list other activities you do in your life that are similar to these scenarios.

*Soccer Practice*

*Buy Groceries*

*Book Club*

*Mom’s Birthday*

*Clean Gutters*

1. Are there more appealing scenarios that “Zaplify” could help you with?

**Features**

1. How would you most likely interact with the product?   
   Rank from “most” (1) to “least” (5).

\_\_\_\_\_ Smartphone

\_\_\_\_\_ Tablet

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

\_\_\_\_\_ Calendar

\_\_\_\_\_ Email

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

1. How would you most want to input information into the service?  
   Rank from “most” (1) to “least” (5).

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

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

\_\_\_\_\_ Send text messages from your phone

\_\_\_\_\_ 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. How would you feel about entering information in a standard order? (e.g. what, when, where, …)

○ Reasonable ○ Annoying ○ I wouldn’t use the product

1. Is it important the product works with your Calendar application? Which one?

○ Must have ○ Nice to have ○ I don’t care

1. Is it important to share information or collaborate with family or friends?

○ Must have ○ Nice to have ○ I don’t care

1. Would you want the service to post information to your Facebook or Twitter?

○ Must have ○ Nice to have ○ I don’t care