

SURVEY QUESTIONNAIRE REGARDING CELL PHONE PREFERENCES OF AFFLUENT YOUNG ADULTS

BACKGROUND

Hello and Welcome. If you're a young adult who owns an expensive smart phone then this survey is for you!

We want to understand your preferences and interests better so that we can innovate products that give you the experience you deserve. Your opinions are extremely important and valuable to us.

Kindly help us out by taking a simple survey below. Your responses will significantly impact the development of our product, so be honest. 10 simple questions and you're done !

Your identity will not be recorded in any manner. Thank you for your time 😊

SURVEY QUESTIONS

1. Are you between 18-30 years of age?

- ☐ Yes
- ☐ No (*Action : Exit Survey*)

2. Do you currently own a cell phone that costs between \$600-\$1000 ?

- ☐ Yes
- ☐ No (*Action : Exit Survey*)

3. When did you buy your current phone ?

- ☐ 2019
- ☐ 2018
- ☐ 2017
- ☐ 2016
- ☐ Before 2016

4. What OS does your phone possess?

- ☐ Android
- ☐ iOS (iPhone users)
- ☐ Others (*Please Specify*)

5. How important to you are the features listed below ?

	Not Important	Important, but can do without	Very Important
Battery Life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cloud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internal Storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size of phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replaceability of parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. What applications do you use frequently ? Select all those applicable.

- ☐ WhatsApp
- ☐ Messenger
- ☐ Music (Like Spotify, iMusic etc)
- ☐ Email (Gmail, Apple Mail etc)
- ☐ Social Media (Instagram, Facebook, YouTube etc)
- ☐ Cloud access (Google Drive, Dropbox etc)
- ☐ List applications(ColorNote, TaskList etc)

7. How well do you agree that a fast charging battery compensates for poor battery life ?

- ☐ Strongly Disagree
- ☐ Somewhat Disagree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Agree
- ☐ Strongly Agree

8. On a scale of **1-10 [Lowest-Highest]** how would you rate a phone which had the features important to you but had a poor processing speed?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	6	7	8	9	10

9. How essential do you feel payment plans are while purchasing a phone?

- ☐ Non-essential
- ☐ Somewhat essential
- ☐ Extremely essential

10. What do you feel about the impact of technology on real time social interactions ?
Kindly tell us below.

Thank you for sharing your valuable opinions with us. We sincerely appreciate it :-)