**All In One Focus Group Survey Report**

**Overview:** 3 Emory students and 2 enterprisers participated in the survey.

**Hypotheses:**

1. User doesn’t want to switch among different apple apps like App Store, iTunes, iBook to search the items they want to download.
2. For star-up mobile app companies, new book writers and new singers, they want to find a way to promote their products in apple devices.
3. As long as All In One gains enough users, people would like to use All In One as one of their channels to promote their products

**For 3 users:**

1. **Do you think a mobile app that merges different apple searching engines will make your searching experience easier?**

**Answers:** apple devices users think All In One definitely will provide convenience for their searching experience. Some of them think it’s confusing for them to know where to search some items. For example, most people get confused where should they search and download e-books in apple devices.

**For 2 enterprisers:**

1. **How would you like to promote and advertise your product on mobile devices?**

**Answers:**  they usually promote and advertise their products through social media app, like Facebook, Twitter etc. and scrolling ads in other mobile apps. The reason they chooses those channels is because the large online active users.

1. **Will you use All In One as a promoting channel?**

**Answers:** they said Yes as long as All In One gains certain amount of users. They said there is no other ways to change the ranking in iTunes and app store except doing SEO (search engine optimization). However, they need hire special web developers to do SEO and sometime the result of SEO doesn’t last long and is not efficient enough.