Survey Flow

Block: B1 (1 Question)

Branch: New Branch

If

If Do you own any of the following flight simulation yokes? (select all that apply) I do not own a flight simulation yoke Is Selected

EndSurvey:

Block: B2 (3 Questions)

Standard: B3 (1 Question)

Branch: New Branch

If

If Do you have real-life experience flying a plane? Yes Is Selected

Block: B4 (1 Question)

Branch: New Branch

If

If Do you feel that the Yoke you currently own offers a realistic flight experience? (select all tha... No, The Turtle Beach Velocity One does not offer a realistic experience Is Selected

Block: B5 (1 Question)

Branch: New Branch

If

If Do you think the poor realism of the Honeycomb Alpha is due to the feel of the control axes? No Is Selected

Block: B12 (1 Question)

Branch: New Branch

If

If Do you feel that the Yoke you currently own offers a realistic flight experience? (select all tha... No, The Honeycomb Alpha does not offer a realistic experience Is Selected

Block: B10 (1 Question)

Branch: New Branch

If

If Do you think the poor realism of the Honeycomb Alpha is due to the feel of the control axes? No Is Selected

Block: B12 (1 Question)

Branch: New Branch

If

If Do you feel that the Yoke you currently own offers a realistic flight experience? (select all tha... No, The Thrustmaster does not offer a realistic experience Is Selected

Block: B11 (1 Question)

Branch: New Branch

If

If Do you think the poor realism of the Thrustmaster TCA Boeing is due to the feel of the control axes? No Is Selected

Block: B12 (1 Question)

Block: B6 (3 Questions)

Branch: New Branch

If

If Do you live in the San Fransisco Bay Area? Yes Is Selected

Block: B7 (1 Question)

Branch: New Branch

If

If Are you interested in being one of the first customers to test an innovative new flight simulatio... Yes Is Selected

Block: B8 (1 Question)

Block: B9 (1 Question)

EndSurvey:

|  |  |
| --- | --- |
| Page Break |  |

Start of Block: B1

Q1 Do you own any of the following flight simulation yokes? (select all that apply)

* Turtle Beach Velocity One (1)
* Honeycomb Alpha (2)
* Thrustmaster TCA Boeing (3)
* Other (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I do not own a flight simulation yoke (5)

End of Block: B1

Start of Block: B2

Q2 When purchasing a flight simulator yoke, rank the following features and capabilities from most important (1) to least important (12). Drag and drop to rank the yokes.

\_\_\_\_\_\_ Xbox Compatibility (1)

\_\_\_\_\_\_ PC Compatibility (2)

\_\_\_\_\_\_ Smoothness, Feel, and Precision of the control axes (3)

\_\_\_\_\_\_ Included Throttle Control (4)

\_\_\_\_\_\_ Included Rudder/Brake Control (5)

\_\_\_\_\_\_ Number of switches (6)

\_\_\_\_\_\_ Metal Construction (7)

\_\_\_\_\_\_ Build Quality (8)

\_\_\_\_\_\_ Sub $400 Price (9)

\_\_\_\_\_\_ Plug-n-play (10)

\_\_\_\_\_\_ Adequate Resistance Force (11)

\_\_\_\_\_\_ Force Feedback (12)

Q3 Imagine you are looking to purchase a flight simulator yoke and are considering Yoke A, Yoke B, and Yoke C. The features of the three yokes are listed in the tables below. Please rank the following yokes from most desirable (1) to least desirable (3), assuming that each yoke costs $400. Drag and drop to rank the yokes.

\_\_\_\_\_\_ Yoke A (1)

\_\_\_\_\_\_ Yoke B (2)

\_\_\_\_\_\_ Yoke C (3)

Q5 Which of the following categories of flight simulation users do you belong to?

* Entertainment - Do you use your flight simulation yoke for recreation and entertainment purposes? (1)
* Training - Do you use your flight simulation yoke for training and preparation for real-life flying? (2)

End of Block: B2

Start of Block: B3

Q6 Do you have real-life experience flying a plane?

* Yes (1)
* No (2)

End of Block: B3

Start of Block: B4

Q7 Do you feel that the Yoke you currently own offers a realistic flight experience? (select all that apply)

Display this choice:

If Q1 = 1

* Yes, The Turtle Beach Velocity One offers a realistic experience (1)

Display this choice:

If Q1 = 1

* No, The Turtle Beach Velocity One does not offer a realistic experience (2)

Display this choice:

If Q1 = 2

* Yes, The Honeycomb Alpha offers a realistic experience (3)

Display this choice:

If Q1 = 2

* No, The Honeycomb Alpha does not offer a realistic experience (4)

Display this choice:

If Q1 = 3

* Yes, The Thrustmaster TCA Boeing offers a realistic experience (5)

Display this choice:

If Q1 = 3

* No, The Thrustmaster does not offer a realistic experience (6)

Display this choice:

If If Do you own any of the following flight simulation yokes? (select all that apply) Text Response Is Not Empty

* Yes, the ${Q1/ChoiceTextEntryValue/4} offers a realistic experience (7)

Display this choice:

If If Do you own any of the following flight simulation yokes? (select all that apply) Text Response Is Not Empty

* No, the ${Q1/ChoiceTextEntryValue/4} does not offer a realistic experience (8)

End of Block: B4

Start of Block: B5

Q8 Do you think the poor realism of the Turtle Beach Velocity One is due to the feel of its control axes?

* Yes (1)
* No (2)

End of Block: B5

Start of Block: B12

Q18 If not due to the feel of the control axes, why does the yoke not offer a realistic flight experience?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: B12

Start of Block: B10

Q16 Do you think the poor realism of the Honeycomb Alpha is due to the feel of the control axes?

* Yes (1)
* No (2)

End of Block: B10

Start of Block: B11

Q17 Do you think the poor realism of the Thrustmaster TCA Boeing is due to the feel of the control axes?

* Yes (1)
* No (2)

End of Block: B11

Start of Block: B6

Q9 Do you find the smoothness and feel of the pitch axis an issue in your current yoke? (select all that apply)

Display this choice:

If Q1 = 1

* Yes, this is an issue for the Turtle Beach: Velocity One (1)

Display this choice:

If Q1 = 2

* Yes, this is an issue for the Honeycomb Alpha (2)

Display this choice:

If Q1 = 3

* Yes, this is an issue for the Thrustmaster TCA Boeing (3)

Display this choice:

If If Do you own any of the following flight simulation yokes? (select all that apply) Text Response Is Not Empty

* Yes, this is an issue for the ${Q1/ChoiceTextEntryValue/4} (4)
* Pitch Axis smoothness is not an issue for any of these yokes (5)

Q11 If a realistic and smooth force feedback flight yoke came to market for under $450, how likely would you be to purchase the yoke on a scale of 1-10?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q12 Do you live in the San Fransisco Bay Area?

* Yes (1)
* No (2)

End of Block: B6

Start of Block: B7

Q13 Are you interested in being one of the first customers to test an innovative new flight simulation yoke for an in-person user study?

* Yes (1)
* No (2)

End of Block: B7

Start of Block: B8

Q14 What is your email and/or phone number?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: B8

Start of Block: B9

Q15 To enter the raffle for the $100 gift card, please provide your email address so we can contact you if you win:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: B9