

YOUR IDEAL PHONE

We are a group of students from St. Louis School. We are working on a project on mobile phones. Could you please spare me a few minutes to help me finish this questionnaire. The data collected will not be released to the public. Thank You!

Basic Information

1 Gender

- ☐ Male ☐ Female

2 Age

- ☐ Below 15 ☐ 25 – 30
☐ 16 – 20 ☐ Over 30
☐ 21 – 25

3 Monthly Income

- ☐ Less than \$1,000 ☐ \$3,001 – \$4,000
☐ \$1,001 – \$2,000 ☐ More than \$4,000
☐ \$2,001 – \$3,000

Your Ideal Phone

4 Which of the following sentences describe how you usually use your mobile phone?

- ☐ I use it for making and receiving calls and sending text messages only.
☐ I use it for sending and receiving e-mails.
☐ I use it for enjoying multimedia. (e.g. taking photos, listening to music)
☐ I use it for surfing the Internet.
☐ I use it for viewing and editing documents.

5 What design of phone should it be?

- | | |
|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Touch screen |
| <input type="checkbox"/> Fold | <input type="checkbox"/> twist |
| <input type="checkbox"/> Slide | |

6 How much are you prepared to pay for your ideal mobile phone?

- | | |
|--|--|
| <input type="checkbox"/> Less than \$1,500 | <input type="checkbox"/> \$3,501 – \$4,000 |
| <input type="checkbox"/> \$1,501 – \$2,500 | <input type="checkbox"/> More than \$4,000 |
| <input type="checkbox"/> \$2,501 – \$3,500 | |

7 What functions would you like to include in your mobile phone apart from standard functions?

- | | |
|---|---|
| <input type="checkbox"/> GPS (Global Positioning System) | <input type="checkbox"/> Word processor |
| <input type="checkbox"/> High-speed internet access | <input type="checkbox"/> Bluetooth |
| <input type="checkbox"/> High definition (HD) video recording | |

8 What features would you like to include in your ideal mobile phone?

- | | |
|--|--|
| <input type="checkbox"/> QWERTY keypad | <input type="checkbox"/> Slim and lightweight |
| <input type="checkbox"/> Number pad with large numbers | <input type="checkbox"/> Slide and Shoot |
| <input type="checkbox"/> Large screen | <input type="checkbox"/> Large built-in memory |

9 Which of the following factors are important for you to choose a mobile phone?

(1 = less important, 5 = most important)

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Appearance and design | <input type="checkbox"/> Price |
| <input type="checkbox"/> Functions | <input type="checkbox"/> Easy to use |
| <input type="checkbox"/> Length of standby time | |

----- END OF QUESTIONNAIRE, THANK YOU! -----