



User Preferences of various Applications in Smartphone

Gender:

- Female
- Male

Occupation

- Student/Intern
- Professional
- Business
- Housewife
- Retired

Monthly Family Income (Rs.)

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- Above 40,000

How many Smartphones do you own?

- 1
- 2
- 3 and more

What is the operating system of your phone?

Single choice in case of more than one device

- Windows
- Android
- Blackberry
- iOS
- Symbian
- Tizen
- Jaa
- Bada
- Other _____

What are the basic criteria for you to select a Smartphone?

- Brand
- Stylish design
- Good operating system
- Good value for money
- Easy to use
- Wide choice of applications



- Price
- Other

Approximately How-much time do you spend on your smartphone for various purposes?

(It should include every single minute spent on phone)

- Less than 1-hour
- 1-3 hours
- 3-5 hours
- More 5 hours

What do you do with your Smartphone?

- Calling & Text / SMS
- Email
- Instant Messaging
- Social Networking
- Streaming online music
- Videos / Mobile TV
- Mobile Banking
- Applications
- Web Browsing
- Mobile Shopping
- Location based service
- Barcode / QR Scanning
- Other

Give rank to following Category of apps you use.

1st rank shall be given to the highest used app and so on...

(Dont give any rank if you are not using particular app)

Statement	1	2	3	4	5	6	7	8	9
Games									
Social Networking									
Music and Entertainment(Movies, Videos)									
Weather and Map/Navigation Search									
News and Banking & Finance									
Food/Drink(Including Dining/Restaurant)									
Shopping/Retail									
Household/Personal Care									
Lifestyle/Health									

On what basis do you select an Application for your Smartphone?

- Ease of Usage
- Size of the an App
- Reviews



- Availability of an App (Free v/s Paid)
- Wide usage of an App by people
- Internet Data Consumption (if required)
- Attractive offers (like free mobile balance, goodies, etc.)

What do you do with newly downloaded app in your Smartphone?

(Tick anyone, which is the most Applicable)

- Let it be and explore it later on
- Complete the required procedure to use it
- Delete it later on as you found it not useful

Select the categories of App you have deleted from your phone in last 30 days.

(for latest downloaded apps)

- Games
- Social Networking

Music and Entertainment(Movies, Videos)

- Weather and Map/Navigation Search
- News and Banking & Finance
- Food/Drink(Including Dining/Restaurant)
- Shopping/Retail
- Household/Personal Care
- Lifestyle/Health
- Other _____

Review the following statements with reference of your action of REMOVING APPLICATION FROM YOUR PHONE

	Never	Rarely	Sometimes	Often	Always
When more advertisements are shown during usage					
When more space is required and more battery is consumed					
When there is OS support problem for given App					
Limit of FREE TRAIL Version is over(and you dont want to purchase it)					
When an App gets crashed frequently					
When You find it is useless now					
When an App has complexity in Usage					
When Apps require Social/Other website Logins					
When there is issue regarding Privacy and Security					
When you are frustrated (or other personal reasons)					

Never submit passwords through Google Forms.