

## Survey for Our New Game

1. What do you like most about our new product?

clean visual appeal

2. What changes would most improve our new product?

auditory feedback; having game modes

3. What do you like most about competing products currently available from other companies?

hearing the names of the shapes and colors; playing with the shapes

4. What changes would most improve competing products currently available from other companies?

keeping the screen uncluttered

5. What would make you more likely to use our new product?

hearing the names of shapes and colors, playing matching or sorting games

6. If our new product were available today, how likely would you be to recommend it to others?

- ☐ Extremely likely
- ☐ Very likely
- ☐ Moderately likely
- ☒ Slightly likely
- ☐ Not at all likely

7. If you are not likely to use our new product, why not?

- ☐ Do not need a product like this
- ☐ Do not want a product like this
- ☒ Satisfied with competing products currently available
- ☐ Cannot pay for a product like this
- ☐ Not willing to pay for a product like this
- ☐ Other (please specify) \_\_\_\_\_

8. How important is price to you when choosing this type of company?

- ☐ Extremely important
- ☐ Quite important
- ☒ Moderately important
- ☐ Slightly important
- ☐ Not at all important

9. Overall, are you satisfied with your experience using our new product, dissatisfied with it, or neither satisfied or dissatisfied with it?

- ☐ Extremely satisfied
- ☐ Quite satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☒ Somewhat dissatisfied
- ☐ Quite dissatisfied
- ☐ Extremely dissatisfied

10. If our new product were available today, how likely would you be to use it instead of competing products currently available from other companies?

- ☐ Extremely likely

- ☐ Very likely
- ☐ Moderately likely
- ☒ Slightly likely
- ☐ Not at all likely

11. What do you like most about our new service?

visuals

12. What changes would most improve our new service?

having directions for it

13. What do you like most about competing services currently available from other companies?

easily accessible

14. What changes would most improve competing services currently available from other companies?

keeping them low or no cost

15. If our new company were available today, how likely would you be to recommend it to others?

- ☐ Extremely likely
- ☐ Quite likely
- ☐ Moderately likely
- ☒ Slightly likely
- ☐ Not at all likely

16. What would make you more likely to use our new service?

offering a more complete array of products

17. How important is convenience when choosing this type of service?

- ☐ Extremely important
- ☒ Quite important
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not at all important

18. If you are not likely to use our new service, why not?

- ☒ Do not need a service like this
- ☐ Do not want a service like this
- ☐ Satisfied with competing services currently available
- ☐ Cannot pay for a service like this
- ☐ Not willing to pay for a service like this

Other (please specify)

19. Overall, are you satisfied with your experience using our new service, neither satisfied or dissatisfied with it, or dissatisfied with it?

- ☐ Extremely satisfied
- ☐ Moderately satisfied
- ☐ Slightly satisfied
- ☒ Neither satisfied nor dissatisfied
- ☐ Slightly dissatisfied
- ☐ Moderately dissatisfied
- ☐ Extremely dissatisfied

20. If our new service were available today, how likely would you be to use it instead of competing services currently available from other companies?

- ☐ Extremely likely
- ☐ Quite likely
- ☐ Moderately likely
- ☒ Slightly likely
- ☐ Not at all likely