



The iPhone Volunteer

Why Mobile is the Next Great Platform for Stakeholder Engagement

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Twelve Great Questions to Ask Your Members About Mobile

- Which mobile devices do you currently use most, and how often?

(NOTE: Be sure to ask not only about mobile phones, iPhone, Blackberry, Android, non-smartphone mobile devices and so forth, but also iPod Touch, Kindle and other e-book readers)

- Among the devices you use most often, is your use primarily for personal or professional reasons?

(NOTE: Best to ask this question as a series of choices ranging from "Exclusively personal" to "exclusively professional.")

- When using your mobile device(s) for personal reasons, which uses do you find most important and satisfying?

(NOTE: Possible response options include content creation [audio, pictures, video] e-mail, gaming, listening to audio content, location aware tools, phone calls, reading content, RSS, search, social networking, texting, using personal apps, viewing video content)

- When using your mobile device(s) for professional reasons, which uses do you find most important and satisfying?

(NOTE: Possible response options include include content creation [audio, pictures, video] e-mail, listening to audio content, phone calls, reading content, RSS, search, social networking, texting, using professional/productivity apps, viewing video content)

- How many hours per week do you spend on the mobile web and what are you top three reasons for using the mobile web?

- Thinking about the amount of time you spend on the mobile web per week, how much of that time are you connected via WiFi in your home, office or other location, and how much of that time are you connected via mobile wireless?

- How many hours per week do you spend viewing video on your mobile device(s), and which apps/sites/tools do you use?

- If you play games on your mobile device(s), how many hours per week do you play and what are your three most favorite games?

- If you use apps on your mobile device(s), which are your three most favorite apps for personal use and what are your three most favorite apps for professional use?

- If you create content using your mobile device(s), which apps/tools/phone technologies do you use?

(NOTE: Possible response options include audio recording, blogging, creating audio/video podcasts, posting messages/status update to Facebook/Twitter or other social network, taking/posting pictures to Facebook/Flickr/Twitter, video recording)

- What plans do you have, if any, to upgrade your current mobile device(s) in the next 12 months?

(NOTE: Be sure to ask non-smartphone mobile users if they intend to purchase/upgrade to a smartphone in the next 12 months.)

- Do you have any plans to purchase an Apple iPad or other tablet device in the next 12 months?

Questions? Please e-mail Jeff De Cagna at jeff@principledinnovation.com