Project LETO

Center – Delhi

Respondent's Name _____

Mobile Number - _____

Section A - Back Design Concept

Text Screen: Now, we are going to show you smartphone Back Camera Designs. Kindly observe it carefully and provide your honest feedback. There are no right or wrong answers.

Instructions:

Show the design concept option one by one in Rotation way, and should give at least 3-5 seconds for observation. Then, activate the button to go to next screen and continue to ask questions. ROTATE the sequence of all samples.

Rotation Number	1st Product	2nd Product	3rd Product	4th Product	5th Product
1	A1	A2	A3	A4	A5
2	A2	A3	A4	A5	A1
3	A3	A4	A5	A1	A2
4	A4	A5	A1	A2	A3
5	A5	A1	A2	A3	A4

1st Product	

Show option ___. (show randomized order)

A1. On the following scale, to what extent you **like** the Back Camera Design? (SC)

Like it very much	5
Like it	4
Neutral	3
Don't like it	2
Don't like it at all	1

A1a. To what extent did you find this Back Camera Design **<u>unique</u>**? (SC)

Very Unique	5
Somewhat Unique	4
Neutral	3
Not so Unique	2
Not at all unique	1

A1b. To what extent you find the back camera design of the given Smartphone **<u>relevant</u>** to you? (SC)

Very relevant	5
Somewhat relevant	4
Neutral	3
Somewhat irrelevant	2
Very irrelevant	1

A1c. How likely you will **<u>buy</u>** the smartphone with the given Back Camera Design option? (SC)

Will Definitely buy	5
Will probably buy	4
May or May not buy (Not Sure)	3
Will probably not buy	2
Will definitely not buy	1

2nd Product	

Show option ___. (show randomized order)

A1. On the following scale, to what extent you **<u>like</u>** the Back Camera Design? (SC)

Like it very much	5
Like it	4
Neutral	3
Don't like it	2
Don't like it at all	1

A1a. To what extent did you find this Back Camera Design **<u>unique</u>**? (SC)

Very Unique	5
Somewhat Unique	4
Neutral	3
Not so Unique	2
Not at all unique	1

A1b. To what extent you find the back camera design of the given Smartphone **relevant** to you? (SC)

Very relevant	5
Somewhat relevant	4
Neutral	3
Somewhat irrelevant	2
Very irrelevant	1

A1c. How likely you will **buy** the smartphone with the given Back Camera Design option? (SC)

Will Definitely buy	5
Will probably buy	4
May or May not buy (Not Sure)	3
Will probably not buy	2
Will definitely not buy	1

3rd Product	

Show option ___. (show randomized order)

A1. On the following scale, to what extent you **like** the Back Camera Design? (SC)

Like it very much	5
Like it	4
Neutral	3
Don't like it	2
Don't like it at all	1

A1a. To what extent did you find this Back Camera Design **unique**? (SC)

Very Unique	5
Somewhat Unique	4
Neutral	3
Not so Unique	2
Not at all unique	1

A1b. To what extent you find the back camera design of the given Smartphone **relevant** to you? (SC)

Very relevant	5
Somewhat relevant	4
Neutral	3
Somewhat irrelevant	2
Very irrelevant	1

A1c. How likely you will **buy** the smartphone with the given Back Camera Design option? (SC)

Will Definitely buy	5
Will probably buy	4
May or May not buy (Not Sure)	3
Will probably not buy	2
Will definitely not buy	1

4ᵗʰ Product	

Show option ___. (show randomized order)

A1. On the following scale, to what extent you **like** the Back Camera Design? (SC)

Like it very much	5
Like it	4
Neutral	3
Don't like it	2
Don't like it at all	1

A1a. To what extent did you find this Back Camera Design **unique**? (SC)

Very Unique	5
Somewhat Unique	4
Neutral	3
Not so Unique	2
Not at all unique	1

A1b. To what extent you find the back camera design of the given Smartphone **relevant** to you? (SC)

Very relevant	5
Somewhat relevant	4
Neutral	3
Somewhat irrelevant	2
Very irrelevant	1

A1c. How likely you will **buy** the smartphone with the given Back Camera Design option? (SC)

Will Definitely buy	5
Will probably buy	4
May or May not buy (Not Sure)	3
Will probably not buy	2
Will definitely not buy	1

5th Product	

Show option ___. (show randomized order)

A1. On the following scale, to what extent you **like** the Back Camera Design? (SC)

Like it very much	5
Like it	4
Neutral	3
Don't like it	2
Don't like it at all	1

A1a. To what extent did you find this Back Camera Design **unique**? (SC)

Very Unique	5
Somewhat Unique	4
Neutral	3
Not so Unique	2
Not at all unique	1

A1b. To what extent you find the back camera design of the given Smartphone **relevant** to you? (SC)

Very relevant	5
Somewhat relevant	4
Neutral	3
Somewhat irrelevant	2
Very irrelevant	1

A1c. How likely you will **buy** the smartphone with the given Back Camera Design option? (SC)

Will Definitely buy	5
Will probably buy	4
May or May not buy (Not Sure)	3
Will probably not buy	2
Will definitely not buy	1

Thank you for the patience, now it will be the section of preference, here you need to answer you preference details

A2. Among all the options, which one did you like **the MOST**? **[Single select]**

Preference	
A1	1
A2	2
A3	3
A4	4
A5	5

A3. Could you tell us the **key reasons** for liking **<insert option selected in A2>** the most? [Show the showcard of selected concept in A2] (Open)

Reason	

A4. Select all the reasons for liking the back camera design of **<insert option selected in A2>** **[Respondent can multi-select] Randomize options** [Show the showcard of selected concept in A2]

Reasons for Selection	Coding
Attractive design	1
Stylish/trendy looks	2
Very Unique setup	3
Gives a Premium look	4
Reflects my personality	5
Suitable for younger generation	6
Lens placements looks authentic	7
Shape of the camera module	8
Big circular camera rings	9
Size of the camera module	10
Any other, please specify	99

A7. What feelings does this design option gives? <insert option selected in A2> **[Respondent can multi-select] Randomize options** [Show the showcard of selected concept in A2]

Reasons for Selection	Coding
Sense of Premiumness	1
For younger people	2
Feeling of a high-end phone	3
Makes one stands out (different)	4
Feels like having a stylish accessory (flaunting)	5
Feels sophisticated	6
For powerful/bold people	7
Others (Please specify)	99

Instructions:

Show the concpets one by one. Give at least 3-4 seconds for observation.
ROTATE the sequence of all samples.
NOTE: Script to show all the concepts to each respondent alternately.

A8. Among the other four options, which one did you like **the LEAST**? **[Single select]** [Remove the option selected in A2]

Preference	
A1	1
A2	2
A3	3
A4	4
A5	5

A9. Kindly tell us the **key reasons** for not liking this **<insert option selected in A2>** option the least? [Show the showcard of selected concept in A8] (Open)

Reason	

Thank you for your patience. Now the next section would be related to concept preference.

Section B – Concept Preference

Model A3
Model A5

Show concept card 1 (having A3, A5)

B1. Reviewing the below Smartphone options with the given specifications/features, which one do you **prefer the MOST**? [Show concept card 1] (SC)

Model A3	1
Model A5	2

B2. Kindly tell us the **key reasons** for preferring this **<insert option selected in B1>** option? (Open)

Reason	

D1. Select all the activities that you do with your current smartphone? [Multiple Reason]

Watching videos/movies	1
Playing games	2
Clicking pictures (selfies/front camera)	3
Clicking pictures (using rear camera)	4
Recording short videos/clips	5
Accessing social media	6
Attending classes/work meetings	7
Doing online shopping	8
Doing financial/payment transactions	9
Ordering food online (Swiggy/Zomato)	10

(Ask if coded '1' in D1)

D2. Which platforms/apps you use for watching videos? [Multiple Selection]

YouTube	1
Netflix	2
Amazon Prime	3
Disney Hotstar	4
ALT Balaji	5
Zee 5	6
Voot	7
Sony LIV	8
Others, please specify	99

(Ask if coded '2' in D1)

D3. Select all the games that you play on your smartphone? [Multiple Selection]

Garena Free Fire	1
Ludo King	2
Teen Patti by Octro	3
Call of Duty Mobile	4
Coin Master	5
eFootball PES 2021	6
Candy Crush Saga	7
Clash of Clans	8
Lords Mobile: Kingdom Wars	9
Teen Patti Gold	10
Brawl Stars	11
Marvel Contest of Champions	12
Need for Speed No Limits	13
Asphalt 9 Legends	14
Minecraft	15
Grand Theft Auto - Vice City	16
BGMI/ New State Mobile	17
Others: Please specify	99

(Ask if coded '2' in D1)

D3a. How much time do you spend on playing games on smartphone (daily)? [Single Answer]

Less than 30 mins	1
Between 30 min- 1 hours	2
Between 1 – 1.5 hours	3
Between 1.5 – 2 hours	4
Between 2 – 3 hours	5
More than 3 hours	6
Don't play daily/regularly	7
Can't remember/don't know	8

D4. Which parameters do you consider as important while deciding to buy a smartphone? Please select all that apply. [Multiple select] [Randomize except Others]

Ask D5 if more than one option selected in D4.

D5. Which among these parameters is the most important one while deciding to buy a smartphone? [Single select] [Show options selected in D4]

Options	D4	D5
Brand	1	1
Price	2	2
Display Type (LCD/AMOLED)	3	3
Overall look of the smartphone (Design, weight, thickness etc.)	4	4
Front Camera quality	5	5
Back Camera quality	6	6
Speed of Processor	7	7
Operating System	8	8
Battery life	9	9
Speed of charging	10	10
Storage capacity (ROM)	11	11
RAM	12	12
Supports 5G	13	13
Display Resolution	14	14
Screen Size	15	15
Screen Refresh Rate	16	16
Others (Please specify)	99	99

D6. Can you please tell your **personal monthly income (PMI)** and **monthly household gross income (MHI)** out of the following brackets? (**INR**) Please include all bonuses, wages, allowances, etc.） [Single Answer]

Income range	PMI	HMI
Less than 10,000	01	01
10,001-15,000	02	02
15,001-20,000	03	03
20,001-25,000	04	04
25,001-30,000	05	05
30,001-35,000	06	06
35,001-40,000	07	07
40,001-50,000	08	08
50001-60000	09	09
60001-70000	10	10
70000-80000	11	11
More than 80000	12	12
Refuse to answer	13	13
No Income	14	14

Thank you for participating. It is completed.