

Survey introduction

Welcome!

We want you to influence the products we create for you and would appreciate your feedback!

This survey should take about 10-15 minutes to complete. Those who complete the survey will be entered into a drawing for a chance to receive a \$50 gift card.

At the end of the survey, you will have an opportunity to tell us if you'd like to participate in an interview. Those who are selected and participate in the interview will receive a \$20 gift card as a token of our appreciation.

By checking this box, I agree to participate in this research.

I agree

1. What is your age?

Under 18 (TERM)

18-29

30-39

40-49

50-59

60-69

70+

2. Which of the following best describes why you use Company X?

[RANDOMIZE][SINGLE RESPONSE]

I use it for myself only (Patient)

I use it for my loved one(s) only (Caregiver)

I use it for both myself and my loved one(s)

Other (ANCHOR)

3. How do you typically log into your Company X account? Check all that apply.

[RANDOMIZE][MULTI-RESPONSE]

Apple iPhone
Apple iPad
Android/other brand smartphone
Android/other brand tablet
Desktop/laptop computer

4. [IF Q3 IS “iPhone” or “iPad”] Have you installed the Company X mobile app on your [SINGLE RESPONSE]
Yes - installed and currently using
Yes - installed, but no longer use
Yes - installed, but have never used
No- aware, but have not installed
No - was not aware Company X has an app
5. [IF Q4 IS ‘Yes, installed and currently using’] When checking your Company X account are you logging in via web browser (e.g., Google Chrome, Safari) or the Company X mobile app?
[RANDOMIZE][SINGLE RESPONSE]
Use the app only
Use both the app and web browser
6. [IF Q4 IS “Installed and currently using”] Taking into consideration all the ways you use the Company X mobile app, how would you rate it overall?
☆☆☆☆☆
7. [IF Q4 IS “Installed and currently using”] Taking into consideration all the ways you use the Company X mobile app, how likely or unlikely are you to recommend it to others?
Very likely
Likely
Neither likely or unlikely
Unlikely
Very unlikely

8. In your own words, why are you <insert Q7 response> to recommend the Company X app? [OPEN ENDED][OPTIONAL]
9. [IF Q4 IS "Installed" OR "Aware but not installed"] To the best of your recollection, how did you learn of the Company X app? Select Yes or No. [RANDOMIZE][MULTI-RESPONSE]
- Received an email about it **Yes/No**
- Saw an advertisement for it on Company X's homepage **Yes/No**
- Saw it in footer/bottom of home feed/community page **Yes/No**
- Heard about it through other Company X members **Yes/No**
- Heard about it outside of Company X (e.g., doctor, nurse, health organization) **Yes/No**
- Saw it mentioned on other social media (e.g., Facebook, Instagram) **Yes/No**
- Found it by accident in Apple App store **Yes/No**
- Other (please specify):_____ (ANCHOR)
- Not sure/do not recall (ANCHOR AND EXCLUSIVE)
- None of the above (ANCHOR AND EXCLUSIVE)
10. [IF Q4 IS "Installed"] Why did you install the Company X app? Check all that apply. [RANDOMIZE][MULTI-RESPONSE]
- Convenience - can use it on the go
- Prefer using the app rather than logging in via web browser
- Friends/family recommended it
- Other Company X members recommended it
- Medical personnel (e.g., doctor nurse) recommended it
- Just wanted to try it out
- General preference to using apps
- Some other reason (please specify):_____ (ANCHOR)
- Not sure/do not recall (ANCHOR)
- None of the above (ANCHOR)
11. [IF Q4 IS "Installed and currently using"] Since installing the Company X app, have you done any of the following? For each item in the list, select Yes or No.

[RANDOMIZE][MULTI-RESPONSE]

Start/create new posts **Yes/No**

Reply to posts **Yes/No**

React to a post using icons (e.g., thumbs up, heart, checkmark) **Yes/No**

Private message another member **Yes/No**

Casually scroll and read through posts **Yes/No**

Check for new members in your community(ies) **Yes/No**

Look for new posts in your community(ies) **Yes/No**

Search for information about your/your loved one's condition **Yes/No**

Check your notifications **Yes/No**

Something else (please specify):_____ (ANCHOR)

None of the above (ANCHOR)

12. [IF Q4 IS "Installed and currently using"] When or in what situations have you used the app? For each item, select Yes or No.

[RANDOMIZE][MULTI-RESPONSE]

After I receive an email from Company X **Yes/No**

At the doctor's office/during a doctor's appointment **Yes/No**

After I receive a notification from the Company X app on my Apple device screen **Yes/No** (e.g., iPad/iPhone)

After I've had/my loved one has a doctor's appointment or medical checkup/procedure **Yes/No**

When I've learned something new about my/my loved one's condition that I want to share with others **Yes/No**

It is a habit, nothing really prompts me **Yes/No**

When I have a question about my/my loved one's condition **Yes/No**

After an email alert/notification that pops up as a new email on my mobile device **Yes/No**

Something else:_____ (ANCHOR)

None of the above (ANCHOR)

13. [IF Q4 IS "Installed and currently using"] Please rate the ease or difficulty of performing each task on the Company X app.

[RANDOMIZE][SINGLE RESPONSE]

	Very easy - no problem doing this	Somewhat easy - it took a minute to figure out	Difficult - struggled to do this	Very difficult - Struggled to do this and almost gave up	Have not done this
Search for a specific condition/community	()	()	()	()	()
Edit/update your profile	()	()	()	()	()
Navigate to your community	()	()	()	()	()
Finding relevant posts (e.g., post by friends, posts followed, post replied to)	()	()	()	()	()
Create a post	()	()	()	()	()
Reply to a post	()	()	()	()	()
Find similar members within in your zip	()	()	()	()	()

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Send a private message to member	()	()	()	()	()

14. [IF Q4 IS "Installed and currently using"] Approximately how many minutes do you spend on the app each time you use it?

[SINGLE RESPONSE]

- Less than 15 minutes
- 15 - 30 minutes
- 31 - 60 minutes
- More than 1 hour

15. [IF Q4 IS "Installed and currently using"] What do you like about the app?

[RANDOMIZE][MULTI-RESPONSE]

- Easy to use
- More user friendly than the website
- Always logged in when app is open
- Easy to view my notifications
- Convenience - can use it anywhere
- Easy to navigate to relevant information
- Easy to find posts I have replied to
- Icons are clear/easy to understand
- Updating/editing my profile is simple
- Simple to add pictures or videos to a post
- Some other reason:_____ (ANCHOR)
- Not sure (ANCHOR)
- None of the above (ANCHOR)

16. [IF Q4 IS "Installed and currently using"] What do you dislike about the app?

[RANDOMIZE][MULTI-RESPONSE]

- Difficult to use [HIDE IF Q15 IS "Easy to use"]
- Less user friendly than the website [HIDE IF Q15 IS "More user friendly"]
- Difficult to view my notifications [HIDE IF Q15 IS "Easy to view notifications"]
- Difficult to navigate to relevant information [HIDE IF Q15 IS "Easy to navigate"]
- Difficult to find posts I have replied to [HIDE IF Q15 IS "Easy to find posts"]
- Search bar is too small/hard to type in it
- Not enough sort and filter options
- Infinite scrolling is annoying
- Icons are confusing and difficult to understand [HIDE IF Q15 IS "Icons are clear"]
- Updating/editing profile is difficult [HIDE IF Q15 IS "Updating is simple"]
- Difficult to add pictures or videos to a post [HIDE IF Q15 IS "Simple to add"]
- Some other reason:_____ (ANCHOR)
- Not sure (ANCHOR)
- None of the above (ANCHOR)

17. [IF Q16 IS "Difficult to use"] Please tell us why the app is difficult to use.

[OPEN-ENDED RESPONSE][OPTIONAL]

18. [IF Q4 IS "Installed and currently using"] Based on your experience and engagement with the Company X app, please rate the following

The app is...

[RANDOMIZE][SINGLE RESPONSE]

Reliable (e.g., doesn't crash/malf unction)	()	()	()	()	()	Unreliable (e.g., crashes, malfuncti ons)
Informatio n is well organized	()	()	()	()	()	Informatio n is unorganiz ed
Intuitive navigation	()	()	()	()	()	Navigatio n is not intuitive

Easy to find relevant features (e.g., communities, posts I've replied to)	()	()	()	()	()	Difficult to find relevant features (e.g., communities, posts I've replied to)
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19. [IF Q4 IS NOT "Yes, installed and currently using"] Which actions/features do you use the most?

[RANDOMIZE][MULTI-RESPONSE]

Start/create new posts

Reply to posts

React to a post using icons (e.g., thumbs up, heart, checkmark)

Private message another member

Casually scroll and read through posts

Check for new members in your community(ies)

Look for new posts in your community(ies)

Search for information about your/your loved one's condition

Check your notifications

Something else (please specify):_____ (ANCHOR)

Not sure (ANCHOR)

None of the above (ANCHOR)

20. [IF Q4 IS "Installed, but no longer use"] You mentioned having used the app in the past, but are no longer using it, please tell us why.

[RANDOMIZE][MULTI-RESPONSE]

Difficult to use

Less user friendly than the website

Difficult to view my notifications

Difficult to navigate to relevant information

Difficult to find posts I have replied to

Search bar is too small/hard to type in it
Not enough sort and filter options
Infinite scrolling is annoying
Icons are confusing and difficult to understand
Updating/editing profile is difficult
Difficult to add pictures or videos to a post
Prefer to use web browser on iPhone/iPad
Prefer to use computer
Some other reason:_____ (ANCHOR)
Not sure (ANCHOR)
None of the above (ANCHOR)

21. [IF Q19 IS “Difficult to use”] Please tell us why the app is difficult to use.
[OPEN-ENDED RESPONSE][OPTIONAL]

22. [IF Q4 IS “Installed but have not used”] You mentioned installing the app, but not using it, please tell us why.
[RANDOMIZE][MULTI-RESPONSE]

Just haven’t found the time to learn how to use it
Prefer accessing Company X on a computer
Forgot about the app after downloading it
Difficult onboarding flow
Company X emails to keep me updated
Prefer accessing Company X via the web browser on my iPhone/iPad
Some other reason:_____ (ANCHOR)
Not sure (ANCHOR)
None of the above (ANCHOR)

23. [IF Q4 IS “Installed, but no longer use” OR “Installed, but have not used”] Is there anything Company X can do to persuade you to use the app? If so –please tell us.
[OPEN-ENDED RESPONSE]

24. [IF Q4 IS "Not installed but aware of app"] You mentioned being aware of the app, but not installing it, please tell us why.

[RANDOMIZE][MULTI-RESPONSE]

Prefer accessing Company X on a computer screen

Too many apps/no need for another app on my iPhone/iPad

Prefer accessing Company X via the web browser on my iPhone/iPad

Don't use Company X enough to warrant installing an app

Just haven't thought about it

Company X emails to keep me updated so no need for an app

Some other reason:_____ (ANCHOR)

Not sure (ANCHOR)

None of the above (ANCHOR)

25. [IF Q4 IS "Not installed but unaware of app"] You mentioned being unaware Company X has a mobile app. Now that you know about it, how would you rate your interest in learning more about the app?

[RANDOMIZE][SINGLE RESPONSE]

Not at all interested

A little interested

Interested

Very interested

26. [IF Q24 IS "Interested"] What information do you need to know about the app before making the decision to install it?

[RANDOMIZE][MULTI-RESPONSE]

Where to download the app from

Benefits of using app over web browser

Features app has

Some other information:_____ (ANCHOR)

Not sure (ANCHOR)

None of the above (ANCHOR)

27. [IF Q4 IS “Installed but no longer using” OR “Install but never used” OR “Aware, but not installed” OR “Not aware”] Which actions/features do you use the most when logged into your Company X account?

[RANDOMIZE][MULTI-RESPONSE]

Start/create new posts

Reply to posts

React to a post using icons (e.g., thumbs up, heart, checkmark)

Private message another member

Casually scroll and read through posts

Check for new members in your community(ies)

Look for new posts in your community(ies)

Search for information about your/your loved one’s condition

Check your notifications

Something else (please specify):_____ (ANCHOR)

Not sure (ANCHOR)

None of the above (ANCHOR)

28. Sex

[RANDOMIZE][SINGLE RESPONSE]

Female

Male

Prefer not to answer

29. Which of the following best describes you?

Asian or Asian American

Indigenous American or Alaska Native

Black or African American

Hispanic or Latino

Native Hawaiian or other Pacific Islander

White

A race/ethnicity not listed here (please specify):_____ (ANCHOR)

Prefer not to answer (ANCHOR)

30. Have you/Has your loved one been diagnosed by a physician with any of the following conditions? Check all that apply.

[RANDOMIZE][MULTI-RESPONSE][TWO COLUMNS]

Chronic fatigue

ADHD

Sleep disorder

Cancer

COPD

Migraine

Psoriasis

Eczema

Irritable bowel disease

Crohn's disease

Rheumatoid arthritis

Mental health condition

Fibromyalgia

Type 1 diabetes

Type 2 diabetes

Multiple sclerosis

Parkinson's disease

Asthma

Some other condition (ANCHOR)

Prefer not to answer (ANCHOR)

31. Are you interested in participating in an interview to discuss your experience using Company X?

[RANDOMIZE][SINGLE-RESPONSE]

Yes, I'd love to

No thanks, I'll pass

*****END OF SURVEY*****

[IF Q30 IS "Yes"] Thank you message

Thank you for your participation in this survey; your responses are greatly appreciated!

If selected, we will send a follow up email to the address we have on file within the next few days.

If you have any questions, please write to us at team@Company X.com.

Thank you!
Team Company X

[IF Q30 IS "No"] Thank you message

Thank you for your participation in this survey; your responses are greatly appreciated!

If you have any questions, please write to us at team@Company X.com.

Thank you!
Team Company X