

Mobilephone Study

From Songting, October 13, 2008

MobilePhone Study

INTRODUCTION

Phone Features

WELCOME

Before we start, please make sure you are using Internet Explorer as your web browser for this study.

Qualification

There are two basic requirements:

- You are 18 years or older.
- You need to be interested in owning a new mobile phone.

Privacy

All information collected in this study will only be used for research purpose, and your name and contact information will be deleted once the study is complete.

Contact Information

In order to ensure you receive the correct compensation, and that you have indeed registered for this study, we will need you to enter your contact information. You can proceed to the study once you fill in these information. Make sure you provide your complete email address.

First Name

Last Name

Complete Email Address

Start The Study

MobilePhone Study

Hi, Guest

INTRODUCTION

Phone Features

GENERAL INSTRUCTION

What You Need to Do In This Study

The study has two parts:

- [1] You will finish the first part here today in the computer lab, which will take no more than 1.5 hours.
- [2] About two weeks after the above task, you will receive an email that will point you to a website to complete some additional mobilephone evaluations, and you can do it from any computer with an internet connection at your convenience.

NEXT

GENERAL INSTRUCTION

Structure of Today's Study

This study has four tasks.

[1] Consideration Task:

You will be shown 32 different mobilephones. You need to first pick the ones you want to consider further, and then rank order those selected ones.

By considering further, we mean mobilephones that you would purchase if your most-preferred mobilephone were unavailable.

[2] Teaching Agents to Buy Task:

You will teach human agents (people like you) how to buy a mobilephone for you. This is achieved through various instructions you will give them, regarding how to buy the right mobilephone for you. To help you compose instructions, you will be able to randomly generate configurations of mobilephones to stimulate your thinking.

[3] This is the same task as [1], except with 32 different mobilephones.

[4] Brief Survey

You will complete a brief survey.

NEXT

GENERAL INSTRUCTION

Mobilephone Features

While there mobilephone has many different features, this study will focus on the major features. You can assume anything that are not explicitly stated will be the same across ALL mobilephones you will see and they will meet or surpass the standard of the current market.

In the next few pages, you will see some details of each feature we used.

Drawings of mobilephones you will see in this study are not drawn to scale, and are only for illustrative purpose.

At any time during the study, you can view these features by clicking the "Phone Features" link in the upper right corner.

NEXT

GENERAL INSTRUCTION

Mobilephone Features

Brand

Four brands are selected: Motorola, Lenovo, Nokia, and Sony-Ericsson

Brand:
Lenovo

Color:
Black

Thickness:
Slim
(9mm)



Camera:
1.0 Mp

Screen:
Small
(1.8 inch)

Design:
Slide
Phone

Price:
HK\$1780

NEXT

GENERAL INSTRUCTION

Mobilephone Features

Camera Resolution

There're four types of camera resolution: 0.5Mp, 1.0Mp, 2.0Mp, 3.0Mp

Brand:
Lenovo

Camera:
1.0 Mp

Color:
Black

Screen:
Small
(1.8 inch)

Thickness:
Slim
(9mm)

Design:
Slide
Phone



Price:
HK\$1780

NEXT

MobilePhone Study

Hi, Guest

INTRODUCTION

Phone Features

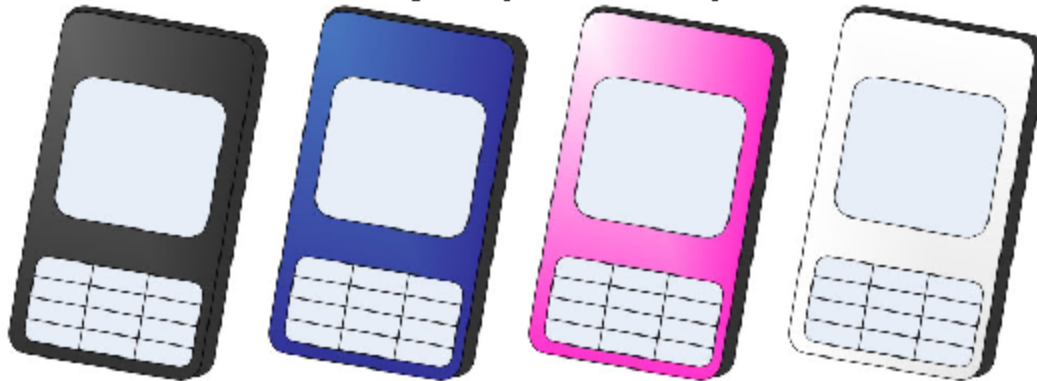
GENERAL INSTRUCTION

Mobilephone Features

Color

There're four colors: Black, Blue, Pink, and Silver

(We illustrate below using bar phone as example)



Brand:
Lenovo

Camera:
1.0 Mp

Color:
Black

Screen:
Small
(1.8 inch)

Thickness:
Slim
(9mm)

Design:
Slide
Phone



Price:
HK\$1780

NEXT

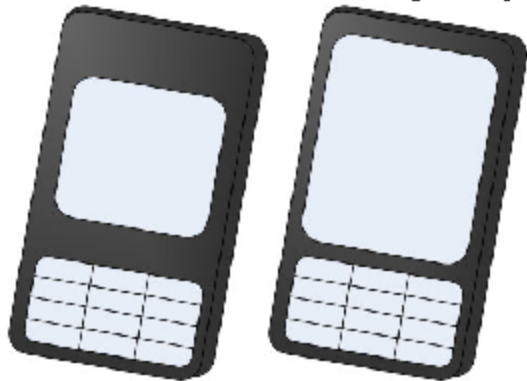
GENERAL INSTRUCTION

Mobilephone Features

Screen Size

There're two types of screens: Small(1.8 inch) and Large(3.0 inch)

(We illustrate below using bar phone as example)



Brand:
Lenovo

Camera:
1.0 Mp

Color:
Black

Screen:
Small
(1.8 inch)

Thickness:
Slim
(9mm)

Design:
Slide
Phone



Price:
HK\$1780

NEXT

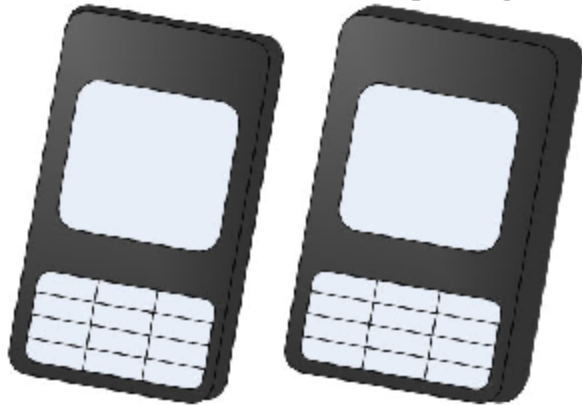
GENERAL INSTRUCTION

Mobilephone Features

Thickness

There're two types of thickness: Slim(9mm) and Normal(17mm)

(We illustrate below using bar phone as example)



Brand:
Lenovo

Color:
Black

Thickness:
Slim
(9mm)



Camera:
1.0 Mp

Screen:
Small
(1.8 inch)

Design:
Slide
Phone

Price:
HK\$1780

NEXT

MobilePhone Study

Hi, Guest

INTRODUCTION

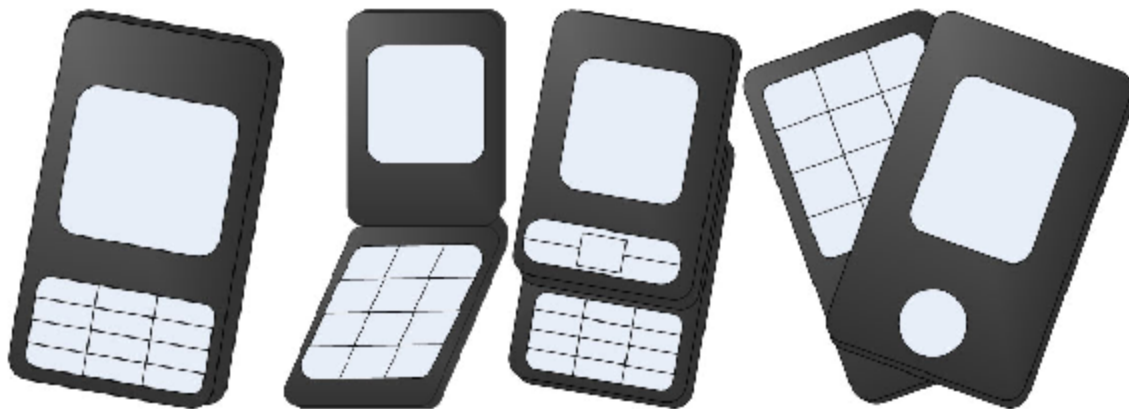
Phone Features

GENERAL INSTRUCTION

Mobilephone Features

Design

There're four designs: Bar Phone, Flip Phone, Slide Phone, and Rotational Phone



Brand:
Lenovo

Camera:
1.0 Mp

Color:
Black

Screen:
Small
(1.8 inch)

Thickness:
Slim
(9mm)

Design:
Slide
Phone

Price:
HK\$1780

NEXT

GENERAL INSTRUCTION

Mobilephone Features

Price

The price range is from HK\$1000 to HK\$2500

Brand:
Lenovo

Camera:
1.0 Mp

Color:
Black

Screen:
Small
(1.8 inch)

Thickness:
Slim
(9mm)

Design:
Slide
Phone



Price:
HK\$1780

NEXT

Mobilephone Features

Brand

Four brands are selected: Motorola, Lenovo, Nokia, and Sony-Ericsson

Brand: **Lenovo**

Color: Black

Thickness: Slim (9mm)

Price: HK\$1780

Camera: 1.0 Mp

Screen: Small (1.8 inch)

Design: Slide Phone



Camera Resolution

There're four types of camera resolution: 0.5Mp, 1.0Mp, 2.0Mp, 3.0Mp

Brand: Lenovo

Color: Black

Thickness: Slim (9mm)

Price: HK\$1780

Camera: **1.0 Mp**

Screen: Small (1.8 inch)

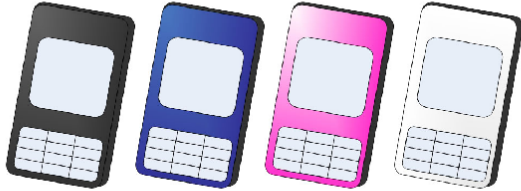
Design: Slide Phone



Color

There're four colors: Black, Blue, Pink, and Silver

(We illustrate below using bar phone as example)



Brand: Lenovo

Color: **Black**

Thickness: Slim (9mm)

Price: HK\$1780

Camera: 1.0 Mp

Screen: Small (1.8 inch)

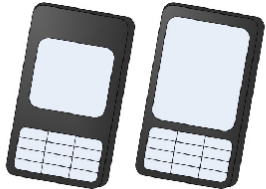
Design: Slide Phone



Screen Size

There're two types of screens: Small(1.8 inch) and Large(3.0 inch)

(We illustrate below using bar phone as example)



Brand: Lenovo

Color: Black

Thickness: Slim (9mm)

Price: HK\$1780

Camera: 1.0 Mp

Screen: **Small (1.8 inch)**

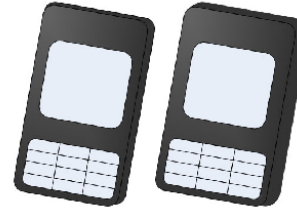
Design: Slide Phone



Thickness

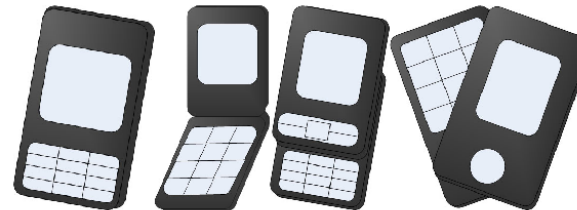
There're two types of thickness: Slim(9mm) and Normal(17mm)

(We illustrate below using bar phone as example)



Design

There're four designs: Bar Phone, Flip Phone, Slide Phone, and Rotational Phone



Price

The price range is from HK\$1000 to HK\$2500

Brand: Lenovo

Color: Black

Thickness: **Slim (9mm)**

Price: HK\$1780

Camera: 1.0 Mp

Screen: Small (1.8 inch)

Design: Slide Phone



Brand: Lenovo

Color: Black

Thickness: Slim (9mm)

Price: HK\$1780

Camera: 1.0 Mp

Screen: Small (1.8 inch)

Design: **Slide Phone**



Brand: Lenovo

Color: Black

Thickness: Slim (9mm)

Price: **HK\$1780**

Camera: 1.0 Mp

Screen: Small (1.8 inch)

Design: Slide Phone



GENERAL INSTRUCTION

How You will be Compensated

Cash

EVERY individual will receive **HK\$100** after completing both parts of the study.

A Prize Based on Lottery

One individual will be randomly selected from every **30** qualified participants. The winner will receive a specific mobilephone, plus cash that equals to difference between HK\$2500 and the price of the mobilephone.

The specific mobilephone a winner will receive is depended on his/her responses in the two parts of the study (which we will randomly decide). If today's part is chosen, the specific mobilephone will be determined according to the winner's responses in the two Consideration Task or Teaching Agents to Buy Task, and which task will be used is determined by coin flips. We describe in the next two screens exactly how we determine the specific mobilephone for the winners.

All your responses (in Consideration and Teaching Agents to Buy Tasks) will directly affect what actual mobilephone you will receive and the amount of cash you will receive. It is thus in your best interest to think carefully when you respond to these tasks. Otherwise you might end up with something that you prefer less, should you be selected as a winner.

NEXT

GENERAL INSTRUCTION

If Consideration Task Is Selected

1. We will randomly pick one of the two consideration tasks.
2. We will randomly pick 4 mobilephones from the 32 mobilephones in that consideration task.
3. We will compare these 4 mobilephone with the phones you selected for further consideration in that task, and will only keep the phones (in the 4) that you have indicated you will further consider.
4. A mobilephone will be selected from this subset as follows:
 - If there is no phone in this subset, we will repeat step 2-4 until there is at least one mobilephone in this subset.
 - If there is 1 phone in this subset, you will receive it.
 - If there are more than 1 phones in this subset, we will pick the phone you ranked the highest in the ranking component of that consideration task.
5. The chosen mobilephone will then be given to (bought for) you, we will also subtract the price of this mobilephone from \$2500, and give you the remaining cash
 - For example, if the phone selected is HK\$2280, you will receive the phone and HK\$220.

NEXT

GENERAL INSTRUCTION

If Teach the Agent to Buy Task Is Selected

1. You will receive one mobilephone from a list of 20 different mobilephones at different prices
 - o This list is secret now, but it will be made public once we conclude all studies
2. Two of your fellow students (agents) will independently evaluate the buying instructions you gave them, and identify which of the 20 mobilephones in this list you like the most (or none of them).
 - o If your instructions will not narrow the list down to one mobilephone, they will use their judgment based on your overall instructions
 - o If the two students have different conclusions as to which one you like the most, a third student will be asked to pick one from the two selections.
 - o The student agents' decisions will be audited, and they will not receive payment if they either ignored your instruction or made mistake in interpreting your instruction. As a result, they are 100% motivated to accurately select a mobilephone on your behalf.
3. This mobilephone will be given to (bought for) you, we will also subtract the price of this mobilephone from \$2500, and give you the remaining cash.
 - o For example, if the phone selected is \$2280, you will receive the phone and \$220.

NEXT

MobilePhone Study

Hi, Guest

INTRODUCTION

Phone Features

Click the button below to start the study.

START

Introduction to Consideration Task

There are two parts in this task, shown in the next two screens:

Part 1. Select Mobilephones You Want to Consider Further

We will show you 32 mobile phones (in a random order), and ask you which mobile phone you would consider purchasing.

By considering purchaseing, we mean mobilephones that you would purchase if your most-preferred mobilephone were unavailable.

There are a total of three panels on this screen:

- Left Panel: this is the starting panel that contains the 32 different mobilephones. If you click on any of the mobilephone, you will see the complete description shown up on the center panel.
- Center Panel: once you have a mobilephone shown up here, you need to decide whether you want to consider it further or not, and there are two buttons corresponding to these two decisions. Once you click on *Consider*, the phone will show up on the right panel. If you click on *Not Consider*, it will disappear.
- Right Panel: by default, this panel shows all the mobilephones you have chosen to Consider further. If you change you mind about a particular mobilephone already here, you can click on a phone, and then click on *Not Consider*. You can switch to view all mobilephones that you will NOT consider by clicking *View Phones Not Considered*. In this view, you can also move a mobilephone from *Not Consider* to *Consider* by clicking the phone first, and then Clicking *Consider*.

When you have evaluated all mobilephones in the left panel, a new button (*Next Step*) will appear that allow you to move to the second part of the task.

Part 2. Rank Order the Mobilephones Selected in Part 1

In this screen, you will be shown all mobilephones you have indicated that you want to consider further, and your job is to rank order them based on your preference.

These mobilephones are initially assigned a random rank order. The number on the upper left corner of each mobilephone indicates its current position in the rank order (1 is the most preferred mobilephone). You can rearrange the order by dragging mobilephones to different positions, and the numbers that indicate the preference order will be automaticlaly updated once you drop a mobilephone into a new position.

MobilePhone Study

Hi, Guest



Selected one:



List of Considered Phones:



MobilePhone Study

Hi, Guest



Selected one:

Brand: Lenovo Camera: 2.0 Mp

Color: Silver

Thickness: Normal (17mm)

Screen: Small (1.8 inch)

Design: Rotational Phone



Price: HK\$1280

List of Considered Phones:

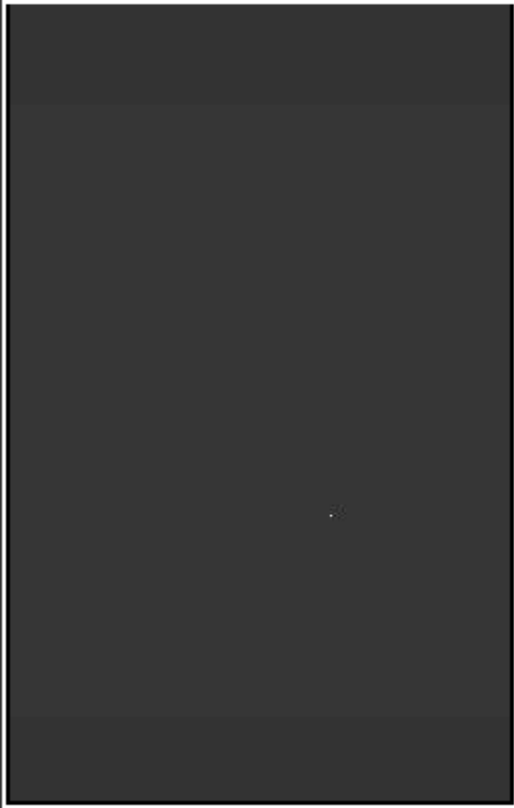


MobilePhone Study

Hi, Guest



Selected one:



List of Considered Phones:

Brand: **Lenovo** Camera: **2.0 Mp**

Color: **Silver** Screen: **Small (1.8 inch)**

Thick: **Normal (17mm)** Design: **Rotational Phone**

Price: **HK\$1280**

-
-
-
-

MobilePhone Study

Hi, Guest



Selected one:

List of Considered Phones:

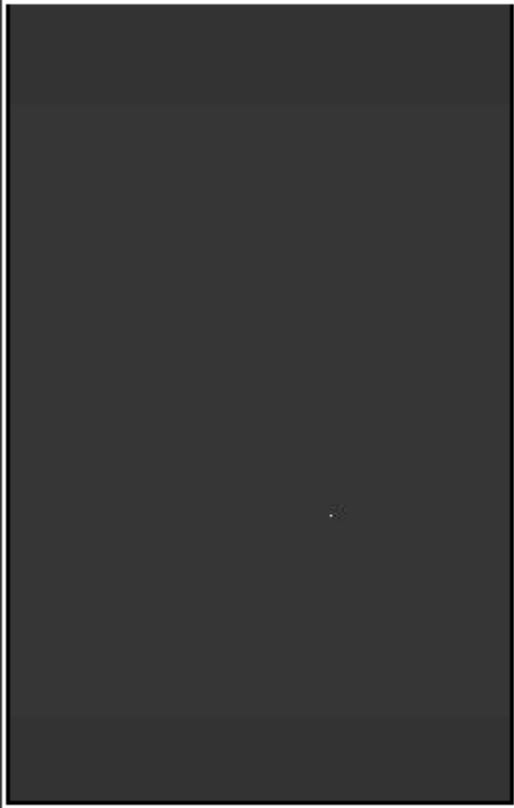
<p>Brand: Lenovo</p> <p>Color: Silver</p> <p>Thick: Normal (17mm)</p> <p>Camera: 2.0 Mp</p> <p>Screen: Small (1.8 inch)</p> <p>Design: Rotational phone</p> <p>Price: HK\$1280</p> 	<p>Brand: Motorola</p> <p>Color: Silver</p> <p>Thick: Slim (9mm)</p> <p>Camera: 1.0 Mp</p> <p>Screen: Small (1.8 inch)</p> <p>Design: Bar Phone</p> <p>Price: HK\$1780</p> 	<p>Brand: Motorola</p> <p>Color: Pink</p> <p>Thick: Slim (9mm)</p> <p>Camera: 0.5 Mp</p> <p>Screen: Small (1.8 inch)</p> <p>Design: Slide phone</p> <p>Price: HK\$1880</p> 
<p>Brand: Lenovo</p> <p>Color: Blue</p> <p>Thick: Slim (9mm)</p> <p>Camera: 3.0 Mp</p> <p>Screen: Large (3.0 inch)</p> <p>Design: Slide Phone</p> <p>Price: HK\$2080</p> 		

MobilePhone Study

Hi, Guest



Selected one:

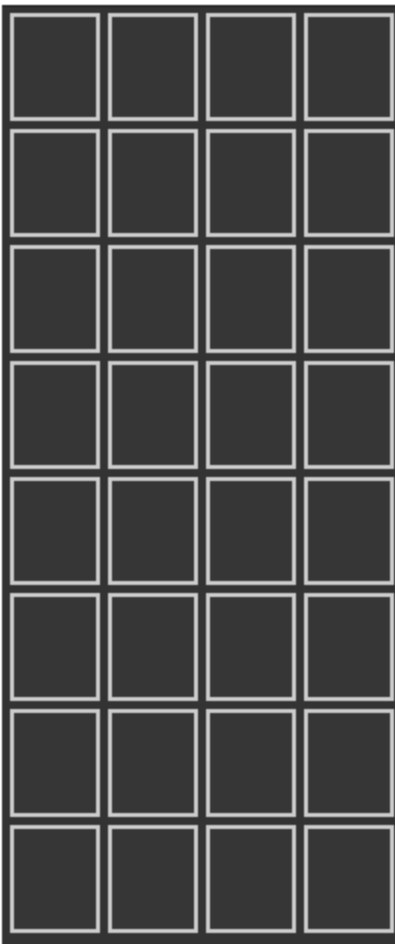


List of **NOT** Considered Phones:

<p>Brand: Motorola</p> <p>Color: Silver</p> <p>Thick: Slim (9mm)</p> <p>Camera: 2.0 Mp</p> <p>Screen: Large (3.0 inch)</p> <p>Design: Flip Phone</p> <p>Price: HK\$1880</p> 	<p>Brand: Motorola</p> <p>Color: Blue</p> <p>Thick: Normal (17mm)</p> <p>Camera: 0.5 Mp</p> <p>Screen: Large (3.0 inch)</p> <p>Design: Flip Phone</p> <p>Price: HK\$1880</p> 	<p>Brand: Lenovo</p> <p>Color: Silver</p> <p>Thick: Normal (17mm)</p> <p>Camera: 1.0 Mp</p> <p>Screen: Large (3.0 inch)</p> <p>Design: Slide phone</p> <p>Price: HK\$1980</p> 
<p>Brand: Motorola</p> <p>Color: Black</p> <p>Thick: Normal (17mm)</p> <p>Camera: 2.0 Mp</p> <p>Screen: Small (1.8 inch)</p> <p>Design: Slide Phone</p> <p>Price: HK\$1480</p> 		

MobilePhone Study

Hi, Guest



Selected one:

List of Considered Phones:

<p>Brand: Lenovo</p>  <p>Color: Blue</p> <p>Thick: Slim (9mm)</p> <p>Price: HK\$2080</p>	<p>Camera: 3.0 Mp</p> <p>Screen: Large (3.0 inch)</p> <p>Design: Slide Phone</p>	<p>Brand: Nokia</p>  <p>Color: Black</p> <p>Thick: Normal (17mm)</p> <p>Price: HK\$1280</p>	<p>Camera: 0.5 Mp</p> <p>Screen: Small (1.8 inch)</p> <p>Design: Rotational Phone</p>	<p>Brand: Nokia</p>  <p>Color: Silver</p> <p>Thick: Slim (9mm)</p> <p>Price: HK\$1680</p>	<p>Camera: 0.5 Mp</p> <p>Screen: Large (3.0 inch)</p> <p>Design: Bar Phone</p>
<p>Brand: Nokia</p>  <p>Color: Black</p> <p>Thick: Normal (17mm)</p> <p>Price: HK\$2080</p>	<p>Camera: 3.0 Mp</p> <p>Screen: Large (3.0 inch)</p> <p>Design: Slide Phone</p>	<p>Brand: Lenovo</p>  <p>Color: Pink</p> <p>Thick: Normal (17mm)</p> <p>Price: HK\$1680</p>	<p>Camera: 3.0 Mp</p> <p>Screen: Small (1.8 inch)</p> <p>Design: Flip Phone</p>		

MobilePhone Study

Hi, Guest

CONSIDERATION (1st set) Phone Features

1

Brand: Nokia
Camera: 0.5 Mp
Color: Silver
Screen: Large (3.0 inch)
Thick: Slim (9mm)
Design: Bar Phone
Price: HK\$1680



2

Brand: Lenovo
Camera: 3.0 Mp
Color: Blue
Screen: Large (3.0 inch)
Thick: Slim (9mm)
Design: Slide Phone
Price: HK\$2080



3

Brand: Motorola
Camera: 1.0 Mp
Color: Silver
Screen: Small (1.8 inch)
Thick: Slim (9mm)
Design: Bar Phone
Price: HK\$1780



4

Brand: Nokia
Camera: 3.0 Mp
Color: Black
Screen: Large (3.0 inch)
Thick: Normal (17mm)
Design: Slide Phone
Price: HK\$2080



5

Brand: Nokia
Camera: 0.5 Mp
Color: Black
Screen: Small (1.8 inch)
Thick: Normal (17mm)
Design: Rotational Phone
Price: HK\$1280



6

Brand: Lenovo
Camera: 3.0 Mp
Color: Pink
Screen: Small (1.8 inch)
Thick: Normal (17mm)
Design: Flip Phone
Price: HK\$1680



7

Brand: Motorola
Camera: 0.5 Mp
Color: Pink
Screen: Small (1.8 inch)
Thick: Slim (9mm)
Design: Slide Phone
Price: HK\$1880



8

Brand: Lenovo
Camera: 2.0 Mp
Color: Silver
Screen: Small (1.8 inch)
Thick: Normal (17mm)
Design: Rotational Phone
Price: HK\$1280



Next

MobilePhone Study

Hi, Guest

CONSIDERATION (1st set) Phone Features

1

Brand: Nokia
Camera: 0.5 Mp

Color: Silver

Screen: Large (3.0 inch)

Thick: Slim (9mm)

Design: Bar Phone



Price: HK\$1680

2

Brand: Lenovo
Camera: 3.0 Mp

Color: Blue

Screen: Large (3.0 inch)

Thick: Slim (9mm)

Design: Slide Phone



Price: HK\$2080

3

Brand: Motorola
Camera: 1.0 Mp

Color: Silver

Screen: Small (1.8 inch)

Thick: Slim (9mm)

Design: Bar Phone



Price: HK\$1780

4

Brand: Nokia
Camera: 3.0 Mp

Color: Black

Screen: Large (3.0 inch)

Thick: Normal (17 mm)

Design: Slide Phone



Price: HK\$2080

5

Brand: Nokia
Camera: 0.5 Mp

Color: Black

Screen: Small (1.8 inch)

Thick: Normal (17 mm)

Design: Rotational Phone



Price: HK\$1280

6

Brand: Motorola
Camera: 0.5 Mp

Color: Pink

Screen: Small (1.8 inch)

Thick: Slim (9mm)

Design: Slide Phone



Price: HK\$1880

8

Brand: Lenovo
Camera: 2.0 Mp

Color: Silver

Screen: Small (1.8 inch)

Thick: Normal (17 mm)

Design: Rotational Phone



Price: HK\$1280

Color: Pink

Screen: Small (1.8 inch)

Thick: Normal (17 mm)

Design: Flip Phone



Price: HK\$1680

Next

MobilePhone Study

Hi, Guest

CONSIDERATION (1st set)

Phone Features

You have completed this task, please click the button below to start the next task.

Next Task

MobilePhone Study

Hi, Guest

Teach Agents to Buy

Phone Features

Teach Agents to Buy for you Task

For this task, you will provide instructions to human agents (your fellow students) on how to buy you a mobile phone. If you are selected as a winner and this task will be used to determine your mobilephone, we will give all the instructions you stated here to two human agents. They will select the best possible mobilephone from a list of 20 based on these instructions.

How to structure your instructions

Here are a few suggestions on how to state your decision rules:

- You should state as many instructions as possible, so that agents will have maximum information to act on your best interest.
- Instructions should be easy for agents to follow (e.g., unambiguous)

MobilePhone Study

Hi, Guest

Rule #1:

Rule #2:

Rule #3:

Rule #4:

Rule #5:

Add a Rule

Next Step

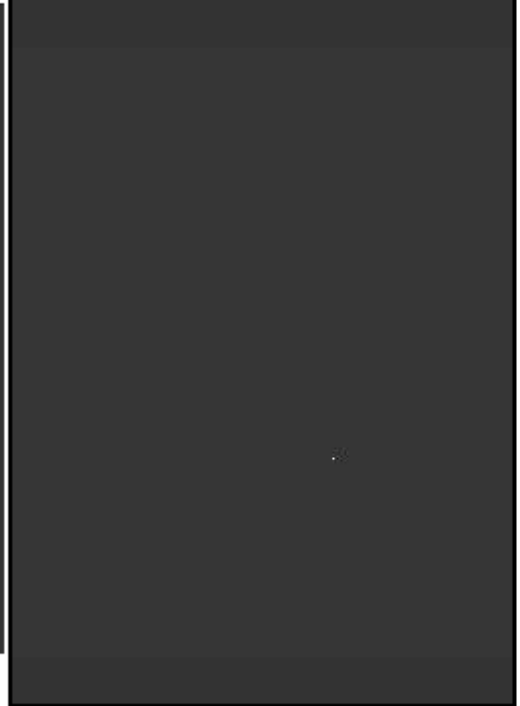
MobilePhone Study

Hi, Guest

Examples:



Details:



Please input rules here:

Rule#1:

Rule#2:

Rule#3:

Rule#4:

Rule#5:

See More Examples



Add a Rule

Next Step

MobilePhone Study

Hi, Guest

Examples: Details: Please input rules here:

	<p>Brand: Sony-Ericsson</p> <p>Color: Blue</p> <p>Thickness: Normal (17mm)</p>  <p>Camera: 3.0 Mp</p> <p>Screen: Large (3.0 inch)</p> <p>Design: Bar Phone</p> <p>Price: HK\$1880</p>	<p>Rule#1: <input type="text"/></p> <p>Rule#2: <input type="text"/></p> <p>Rule#3: <input type="text"/></p> <p>Rule#4: <input type="text"/></p> <p>Rule#5: <input type="text"/></p>
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[See More Examples](#) [Add a Rule](#)

[Next Step](#)

MobilePhone Study

Hi, Guest

Teaching Agent to Buy

Phone Features

You have completed this task, please click the button below to start the next task.

Next Task

MobilePhone Study

Hi, Guest

Brain Teasers

Phone Features

We will soon give you the second consideration task, but we thought you would like a break. The following questions are fun brain teasers. Please answer them to the best of your ability.

[Your answers here will NOT affect your compensation for this study.](#)

1. A basketball and a volleyball cost HK\$120 in total. The basketball cost HK\$10 more than the volleyball.

Question: How much does the volley ball cost?

Answer: HK\$

2. It takes 5 machines 5 minutes to produce 5 widgets.

Question: How long would it take 100 machines to produce 100 widgets?

Answer: **minutes**

3. Mary is a girl. Her brother found that the number of his brothers is one more than the number of his sisters.

Question: Number of Mary's brother - Number of Mary's sister = ?

Answer:

I've finished

MobilePhone Study

Hi, Guest

Brain Teasers

Phone Features

You have completed the brain teaser.
Please click the button below to start the second consideration task.

Next Task

MobilePhone Study

Hi, Guest



Selected one:



List of Considered Phones:



MobilePhone Study

Hi, Guest

CONSIDERATION (2nd set) Phone Features

1
Brand: Motorola
Camera: 1.0 Mp
Color: Silver
Screen: Large (3.0 inch)
Thick: Slim (9mm)
Design: Rotational Phone
Price: HK\$1980



2
Brand: Nokia
Camera: 2.0 Mp
Color: Silver
Screen: Small (1.8 inch)
Thick: Normal (17mm)
Design: Slide Phone
Price: HK\$1480



3
Brand: Motorola
Camera: 1.0 Mp
Color: Pink
Screen: Small (1.8 inch)
Thick: Normal (17mm)
Design: Slide Phone
Price: HK\$1780



4
Brand: Motorola
Camera: 0.5 Mp
Color: Blue
Screen: Small (1.8 inch)
Thick: Normal (17mm)
Design: Rotational Phone
Price: HK\$1680



5
Brand: Lenovo
Camera: 3.0 Mp
Color: Black
Screen: Small (1.8 inch)
Thick: Normal (17mm)
Design: Bar Phone
Price: HK\$1880



6
Brand: Nokia
Camera: 3.0 Mp
Color: Blue
Screen: Large (3.0 inch)
Thick: Slim (9mm)
Design: Slide Phone
Price: HK\$1880



7
Brand: Lenovo
Camera: 2.0 Mp
Color: Silver
Screen: Small (1.8 inch)
Thick: Normal (17mm)
Design: Flip Phone
Price: HK\$1680



8
Brand: Sony-Ericsson
Camera: 3.0 Mp
Color: Silver
Screen: Large (3.0 inch)
Thick: Normal (17mm)
Design: Rotational Phone
Price: HK\$2280



Next Step

MobilePhone Study

Hi, Guest

CONSIDERATION (2nd set)

Phone Features

You have completed this task, please click the button below to start the next task.

Next Task

Part 1.

Please rank order the features within each attribute (e.g., brand) by rearranging features (drag and drop) below the right order (#1, #2, #3, #4).

Brand:

#1	#2	#3	#4
Motorola	Lenovo	Nokia	Sony-Ericsson

Camera Resolution:

#1	#2	#3	#4
0.5 Mp	1.0 Mp	2.0 Mp	3.0 Mp

Color:

#1	#2	#3	#4
Black	Blue	Pink	Silver

Screen size:

#1	#2
Small (1.8 inch)	Large (3.0 inch)

Thickness:

#1	#2
Slim (9mm)	Normal (17mm)

Design:

#1	#2	#3	#4
Bar Phone	Flip Phone	Slide Phone	Rotational Phone

Submit

MobilePhone Study

Part 1.

Please rank order the features within each attribute (e.g., brand) by rearranging features (drag and drop) below the right order (#1, #2, #3, #4).

Brand:

#1	#2	#3	#4
Motorola	Lenovo	Nokia	Sony-Ericsson

Camera Resolution:

#1	#2	#3	#4
0.5 Mp	3.0 Mp	1.0 Mp	2.0 Mp

Color:

#1	#2	#3	#4
Black	Blue	Pink	Silver

Screen size:

#1	#2
Small (1.8 inch)	Large (3.0 inch)

Thickness:

MobilePhone Study

Hi, Guest

Phone Features

This is the end of the study, thank you again for participating.

Click the button below to exit.

EXIT

Let's Start (use Internet Explorer)

http://www.galaxyj.org/tab_cs/welcome.php