

# GetMobile Survey #1: General Mobile Topics and Registration

## 1. GetMobile Beta Participant Information

Thank you very much for participating in the GetMobile Beta program. We've created this survey in order to better understand your experiences with the GetMobile Beta.

All information will be kept confidential and will be used exclusively for improving our product. Thank you in advance for your honest and detailed feedback.

\* 1. Name (First and Last):

\* 2. Title:

\* 3. Company

\* 4. Site URL:

## 2. Your Mobile Strategy

Please tell us about your mobile strategy and your attitudes towards the mobile web.

1. Do you already have a mobile version of your site?

Yes

No

If you do have a mobile site, please tell us about it (Comment on the ease of integration, the user experience etc.)

\* 2. Have you ever seen your wired Web site on a mobile device?

Yes

No

If you answered 'Yes' to question #2, please share with us your impression of your site on the mobile device.

\* 3. What are the primary reasons you are interested in creating a mobile version of your Web site?

\* 4. Please mark your response to the following statement:

The iPhone has changed and/or influenced my mobile strategy.

Strongly Disagree

Disagree

Agree

Strongly Agree

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- \* 5. Who in your organization would be most hands on with the GetMobile service?  
Please specify their role (Webmaster, Marketing Manager, etc.)

## 3. Juicing and Registration

Tell us about your experience from when you entered in your wired Web site URL through registering with GetMobile.com.

- \* 1. During the sign-up process, you may have entered in your Web site URL and viewed an initial preview of your juiced mobile site.

How satisfied were you with the results of your juiced site within the initial preview?

Very Satisfied       Satisfied       Dissatisfied       Very Dissatisfied       N/A (I built my site from a template)

2. If you marked 'Dissatisfied' or 'Very Dissatisfied' in question #1, please tell us why.

- My logo was incorrect
- My logo was missing
- My site navigation was incorrect
- My site navigation was missing
- Other (please specify)
- There was too much content in my mobile Web site
- There was too little content in my mobile Web site
- The colors were incorrect

- \* 3. Please mark your response to the following statement:

It was clear that I could make additional changes to my mobile site after sign up.

Strongly Disagree       Disagree       Agree       Strongly Agree

- \* 4. What motivated you to sign-up after previewing your juiced mobile site?

## 4. Verifying your Logo and Navigation after Account Creation

After you created your account, we walked you through a 3-step process to help you make changes to your site. Tell us what you thought.

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\* 1. Please mark your response to the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
After creating my account, the necessary steps to edit my site were very clear.	jn	jn	jn	jn	jn
The amount of editing available during the logo and navigation steps was sufficient.	jn	jn	jn	jn	jn
The SiteBuilder Cheat Sheet for step 3 was helpful.	jn	jn	jn	jn	jn