

**Interview ID:** 10.14.2014-3.35pm

**Interviewer:** Michael Myers

**Interviewee's information**

Gender: Male

Age: 25

Smartphone Model: iPhone

Version: 4

**Qualitative questions:**

**1. How do you use your smartphone?**

**Summary**

The subject is a sophisticated user and uses his phone to manage his work and entertain himself.

- A bunch of things. I'm the general manager of my store, so I do a lot of scheduling and communication. I set alerts for events, because my memory isn't that good. I use it to manage myself and my inability to manage myself.
- Prefer to send emails from my phone. I have a personal account. I have a business account. Junk email account. I can easily change the *from* account and this makes email very easy.
- Fantasy football. Geeking out! Set lineups and watch points over the weekend.
- Vendors can and do text me photos of invoices, email PDFs and then I can print then out. (Paper records are required.) Smartphone is *the* device for me at work.
- I want to update my phone so our Facebook photos (business account) look better.

**2. How do you interact with mobile advertising?**

**Summary**

The subject isn't really bothered by advertising. It's easy to ignore. He does click on ads at times to see what the offers are. (I forgot to ask if he'd ever clicked on an ad and bought something.)

- They (ads) pop up in games and videos that I watch. I rarely click on it. When I do, it's because I am curious. Curious about the offer. I think that people assume that everything you do in your house is private. The location (your

home) is not private because you're not in it when you're online.

**INTERESTING!!**

- I want to see ads that are specific to me. I'm okay with using my personal data.
- Q. Why do you click on ads? They are relevant. (Should have asked what makes them relevant.) It needs to look like the ad was made recently. If it's professionally done, I'll watch it. Ads between levels (in a game) are better than at the top of the page. I don't even see those.
- Ads are harder to ignore on PCs because I'm a captive audience. Ads on mobile are easier to ignore. I can just look around.
- Ads on Instagram. I like the ability to remove ads (like vs. don't like) Hiding them is like a video game. *"I'll teach them!"* Coke ads look good.
- I have tweeted ads from the Onion.

**3. How do you use the mobile web?**

- Proving people wrong. Fact-finding. Information. Social information gathering. Product research. He's a beer snob. Sharing news via Twitter. A new beer is available in CO for the first time.

**4. How do you use mobile applications?**

- Use mobile application for Twitter. Auto complete for addresses is great. I need to be able to switch between users easily. Hootsuite sucks.
- Instagram. Hootsuite. I use Yelp if it (the place) was terrible or amazing. [Afterlite](#) photo editing software, YouTube, calculator, ESPN and Yahoo Fantasy. Hearts. CNN.com, Facebook messenger – pretty good app. Who's near you in Facebook Messenger is kinda strange. Facebook pages app. Google Maps.
- [Taplister](#) – tells what they have on tap right now.
- Helping my girlfriend navigate while she is driving. Navigator.

**5. Do you use any "location aware" applications?**

- I don't want to know when friends are close by but don't come to see me.
- Not really? I have had a website ask me if they can know my location. NFL. They probably want to know where transplant fans are located.
- "Makes sense for mapping services."

**6. How do you use your smartphone while in your car?**

- Occasionally. Especially if you're going somewhere you've never been before. (Mapping.) Listening to songs on YouTube. Use it at stoplights.

**7. How do you use social networks on your smartphone?**

**8. How do you use your smartphone at events?**

Concerts. iPhone ticket. [What the funk?](#) (event) Mobile ticket scanning (Passport). Research about event details while on-site. "I have 1 hour left at this beer festival and I need to figure out what booths I need to hit before I leave."

**9. How do you use your smartphone when shopping? (Online and/or In-store)**

- Groupon. "Do I marginally need any of this crap?"
- Check Facebook to see what liquor stores have in stock.
- Product research. "The shelf talkers (at grocery stores) lie."

**10. How do you use your smartphone to text/message people?**

- Text with images quite a bit. It's a much more expressive medium. Screen grabs of text conversations and humorous bits. Inside jokes.

**11. What do you think about wearables?**

- Really dumb. Right now. Give it 5 years and we'll see. I don't want to have both. I don't want a growing square on my wrist all the time. Google Glass will be cool eventually. Smarty ring is cool. When I saw Google Glass I thought of Robert Downey Jr. in Iron Man.