Participant Responses

|  |  |
| --- | --- |
| **Participant #** | **Response** |
| 1 | Battery and mobile pay |
| 2 | Camera, battery, and remote control capability |
| 3 | Battery power and having multiple windows at one time |
| 4 | Mobile pay, long-lasting battery, and sharpness of display |
| 5 | Display and camera |
| 6 | Remote control and camera |
| 7 | Battery has to last and mobile pay |
| 8 | Viewing multiple windows and long battery life between charges because I don't have time to charge much during the day. |
| 9 | I want to control my TV and stereo with the phone as a remote. Strong charging battery |
| 10 | Display needs to be crisp and allows for multiple windows view |
| 11 | Crisp camera pixels and long-lasting battery |
| 12 | I want to be able to pay for my groceries on the spot with my phone. Sharp display |
| 13 | I need a battery that will hold a charge for at least 7 hours. Camera with sharp resolution |
| 14 | Clear display, scratch-resistant face, and mobile pay functionality |
| 15 | Strong battery and mobile pay |
| 16 | Camera and battery are what I look for first. |
| 17 | Battery is everything to me. |
| 18 | Clear display and mobile pay. |
| 19 | Walkie-talkie capability and a long-lasting battery are what I need most. |
| 20 | I won't buy a phone without knowing the battery life stats, and it has to have a sharp display. |
| 21 | Small screen size and how long the battery lasts are very important when I look for a new phone. |
| 22 | Mobile pay and camera are important to me. |
| 23 | The camera pixels will make or break the choice for me. |
| 24 | I've got to have a long-lasting battery for my job, period. |
| 25 | The ability to pay using my phone and the camera are important selling points for me. |
| 26 | The battery strength and camera are what I look for. |
| 27 | Battery and display are most important. |
| 28 | Battery is critical. |
| 29 | I look at the camera, the clarity of display, and how long the battery lasts between charges. |
| 30 | Battery has to last at least 7 hours. |
| 31 | Long-lasting battery |
| 32 | Crisp camera shots are a major decision factor for me. |
| 33 | The battery is huge as to whether I buy, followed by the camera. |
| 34 | The features that mean the most to me when buying a phone are the battery strength and display clarity. |
| 35 | Mobile pay and camera sell it for me. |
| 36 | The battery life is the most important; mine is always running out within 6 hours, so I need longer use on a charge. |
| 37 | Camera is important, and I really need to be able to view multiple windows at one time. |
| 38 | Battery and display above all else for me |
| 39 | I need a phone with a long-lasting battery, period. |
| 40 | Clear display is the most important. |
| 41 | Scratch-free display and a clear pixel camera |
| 42 | I want to be able to pay for things when I’m shopping, and the battery is important as well. |
| 43 | I need a good camera and a strong battery. |
| 44 | For me, the camera needs to take crisp pictures, and the display needs to be clear, too. |
| 45 | Battery is the top priority. |
| 46 | Both display clarity and the battery |
| 47 | Being able to pay with my phone is becoming more important to me, and I need a strong battery. |
| 48 | When buying a new phone, I look at the amount of processing power and battery life. |
| 49 | Battery |
| 50 | Mobile pay and battery influence my choice. |
| 51 | I need a clear display above all else. |
| 52 | The camera and the battery are primary factors for me. |
| 53 | I need to use my phone as a walkie-talkie in the warehouse where I work. |
| 54 | I need a battery that will last because I am out on a remote job site and cannot charge often. |
| 55 | I want a clear display, a crisp camera, and long-lasting battery when I look for a new phone. |
| 56 | I want to pay with my phone. I look at the battery life, too, because I need a long charge. |
| 57 | Battery is the most important feature for me. |
| 58 | Mobile pay is becoming more important to me, so I'll be looking at that closely the next time I buy. |
| 59 | How long the battery will last when I charge the phone and the camera |
| 60 | The length of the battery charge and how clear and crisp the display is are winners for me. |