

HI!

INTRODUCTION

Greetings intrepid research assistant. You have most generously agreed to participate in a research study. The focus of this study is to understand more about the cell phone accessory market and most importantly you and your lifestyle. There are no wrong answers so have fun! Thank you!

PERSONAL INFORMATION

Name not required.

NAME:

Please fill out the remaining fields.

GENDER: M F

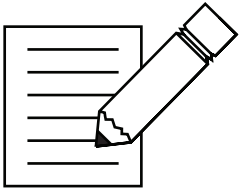
COMPANY:

OCCUPATION:

EDUCATION:

HOUSEHOLD SIZE:

HOBBIES/INTEREST:



DESCRIBE WHAT YOU SEE

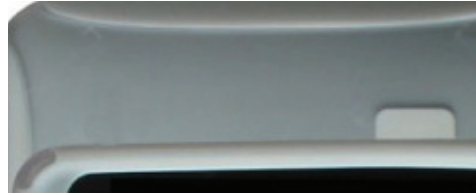
What adjectives from the list below best describe the images you see?

If you can guess the company please write it down.
Remember no cheating!

WORD BANK:

- Beautiful
- Ugly
- Design
- Cheap
- Expensive
- Protective
- Flimsy
- Unique
- Performance







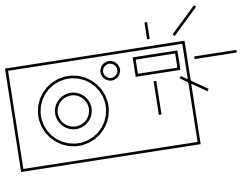






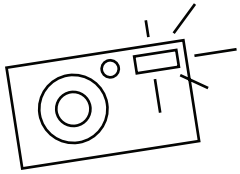






TAKE PHOTOS

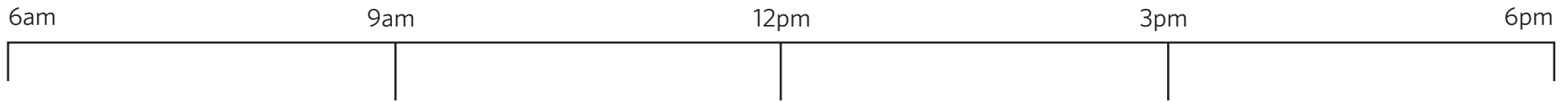
Take pictures of your: living room, kitchen and a recent purchase.
Please email them to: alex.marshall@case-mate.com



TIMELINE

Track the movements of your day and the products you use, give as many details as you like such as item description, name, or why you bought it.

Take photos your top three most used items.
Please email them to: alex.marshall@case-mate.com



DAY
NIGHT

