

Survey: Target Audience Profile

To ensure that we collected valuable information during user research, while focusing on people's experiences using email marketing applications and drag and drop editors, the recruiting criteria emphasized behavioral and technology-based qualities. By looking for people who actually use email marketing services, the research team defined ideal participant populations, segmented the audience and learned about participant's experiences and attitudes toward email services.

Below is the target audience profile:

EMAIL MARKETING SERVICE - TARGET AUDIENCE PROFILE

Demographics

- Ages: 18 years old or over
- Gender: no preference
- Marital status: no preference
- Education: high school or college educated
- Profession: marketing, communications, journalism, design, content management or related field
- Income: no preference

Behaviors

- Actively create HTML email campaigns at least once every one to two months
- Design and create HTML emails without the direct assistance or oversight of others

Technology use and experience

- Use one or more online email marketing service applications
- Experience with online email marketing service applications for at least one year
- Experience with drag and drop editors
- Limited or no working knowledge of HTML/CSS markup languages

Undesirable characteristics

- Professional web, email and software developers
- Under 18 years of age

Survey Questions

Because we conducted an online survey, a screener was presented to participants prior to the survey. Only filtered participants proceeded to the actual research survey.

Since this project was about people's experiences using online email service tools, the majority of the screener questions asked respondents to define technology and behavioral-based experiences. At the beginning of my screener, however, we asked a limited number of demographic questions to gather personal information, such as age and gender. While people were not screened based on their responses to these questions, this information was helpful in order to define quantitative data during the analysis process. Additionally, the screener asked preliminary elimination-type questions first. Only participants who answered the questions according to the profile were eligible to complete the research survey. The secondary questions focused more specifically on using design applications. Below are the screener and survey questions.

Q1 Research Study Greetings, Thank you for your interest in completing this short online questionnaire. The questionnaire will be used to verify your eligibility for a subsequent research survey. This study is an opportunity to share feedback on the development of a new design application. If you are interested in participating, please complete the questionnaire below. The initial questionnaire and survey should take no more than 15 minutes to complete. Please note that you will not be compensated for responding to this questionnaire and/or survey. This research is intended for a graduate school project only. If you have any questions, please contact ngonza10@kent.edu. Thank you for your time.

Q2 Email address (if follow up is needed)* You will not be contacted for any other purposes.

Q3 What is your age?*

- Under 18 (1)
- 18-24 years old (2)
- 25-34 years old (3)
- 35-44 years old (4)
- 45-54 years old (5)
- 55-64 years old (6)
- 65-74 years old (7)
- 75 years or older (8)
- Prefer not to say (9)

Q4 I identify my gender as:*

Q5 What is your current occupation?* If you're a student, please indicate what you're studying.

Q6 Please indicate your level of experience with markup languages (HTML/CSS)?*

- No experience (1)
- Some experience (2)
- A lot of experience (3)

Survey Questions

Q7 Please indicate if you have experience performing the following design-based tasks.* Check all that apply.

- Using graphic design applications (i.e. Photoshop, Illustrator, etc.) (1)
- Creating email campaigns (2)
- Designing websites (3)
- Producing videos (4)
- None of the above (5)

Q8 How often do you create HTML emails using online email marketing services?*

- Daily (1)
- A few times a week (2)
- About once a week (3)
- Once a month (4)
- A few times a year (5)
- Never (6)

Q9 Please select the most recent email marketing service that you used.*

- AWeber (1)
- Campaign Monitor (2)
- Constant Contact (3)
- Emma (4)
- GetResponse (5)
- iContact (6)
- MailChimp (7)
- Mailjet (8)
- Marketo (9)
- SendinBlue (10)

- VerticalResponse (11)
- Other (12) _____
- I do not have experience with email marketing services (13)

Q10 How long have you been using online email marketing services?*

- Less than one year (1)
- 1-2 years (2)
- 3-4 years (3)
- 5+ years (4)

Q11 What is your experience using drag and drop editors to create HTML emails?* A drag and drop editor allows the user to click on an object, move it and place the object.

- Occasionally use it to create HTML emails (1)
- Primarily use it to create HTML emails (2)
- Never use it to create HTML emails (3)
- I'm not sure (4)

Q12 Please indicate your role in the email creation process.*

- I create HTML emails (1)
- I create HTML emails and supervise someone who creates emails (2)
- I supervise someone who creates HTML emails, but do not create emails myself (3)
- I do not create HTML emails (4)
- Other (5) _____

Survey Questions

Q13 Why did you select \${q://QID11/ChoiceGroup/SelectedChoicesTextEntry} as a preferred service for email communications?* Check all that apply.

- Affordability/cost (1)
- Content editing features (2)
- Pre-designed template library (3)
- Metrics and data reporting features (4)
- Positive reviews (5)
- Employer/supervisor selected it (6)
- Integrated with apps and services (i.e. a customer relationship management database) (7)
- Email testing features (8)
- Recommended by someone (9)
- Unsure (10)
- Other (11) _____

Q14 When designing an email using \${q://QID11/ChoiceGroup/SelectedChoicesTextEntry}, please rate your ability to create customized emails.*

- Not at all customizable (1)
- Slightly customizable (2)
- Somewhat customizable (3)
- Very customizable (4)
- Extremely customizable (5)
- No opinion (6)

Q15 Indicate your level of satisfaction with \${q://QID11/ChoiceGroup/SelectedChoicesTextEntry}'s email customization features.*

- Not at all satisfied (1)
- Slightly satisfied (2)
- Somewhat satisfied (3)
- Very satisfied (4)
- Extremely satisfied (5)
- No opinion (6)

Q16 How user-friendly is \${q://QID11/ChoiceGroup/SelectedChoicesTextEntry}'s drag and drop editor tool?*

- Not at all user-friendly (1)
- Slightly user-friendly (2)
- Somewhat user-friendly (3)
- Very user-friendly (4)
- Extremely user-friendly (5)
- No opinion (6)

Q17 Indicate which drag and drop icon design you prefer.*

- Image:Constant c editor (1)
- Image:Campaignm editor (2)
- Image:Mailchimp editor small (3)
- Image:lcontact editor small (4)

Survey Questions

Q18 In the last email that you created on $\{q://QID11/ChoiceGroup/SelectedChoicesTextEntry\}$, which text editing tools did you use.* Check all that apply. Please reference the sample text editor below.

- 1. Cut (1)
- 2. Copy (2)
- 3. Paste (3)
- 4. Insert link (4)
- 5. Remove link (5)
- 6. Anchor (6)
- 7. Merge fields (7)
- 8. Strikethrough (8)
- 9. Subscript (9)
- 10. Superscript (10)
- 11. Numbered list (11)
- 12. Bulleted list (12)
- 13. Decrease indent (13)
- 14. Increase indent (14)
- 15. Font size (15)
- 16. Font type (16)
- 17. Bold (17)
- 18. Italics (18)
- 19. Underline (19)
- 20. Font color (20)
- 21. Text alignment (21)
- Other tools (22) _____
- I did not use a text editor tool (23)

Q19 How likely is it that you would recommend $\{q://QID11/ChoiceGroup/SelectedChoicesTextEntry\}$ to someone?*

- Not at all likely (1)
- Slightly likely (2)
- Somewhat likely (3)
- Very likely (4)
- Extremely Likely (5)
- No opinion (6)

Q20 Please share any strengths of the $\{q://QID11/ChoiceGroup/SelectedChoicesTextEntry\}$ drag and drop editor (optional).

Q21 Please share any weaknesses of the $\{q://QID11/ChoiceGroup/SelectedChoicesTextEntry\}$ drag and drop editor (optional).

Q22 If applicable, what new email editor features or functionality would you like to see added to $\{q://QID11/ChoiceGroup/SelectedChoicesTextEntry\}$ (optional)?

Q23 Below are nine question groupings intended to gauge your general satisfaction with email marketing service features and functionality. Please answer the questions as you see fit. After answering the questions, please click 'next' to continue.

Q24 If an email marketing service allowed you to fully stylize text (i.e. add bolding, change font size, select font color, etc.), how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Survey Questions

Q25 If an email marketing service allowed you to add text with no customization capabilities, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q26 How important is it that an email marketing service gives you the ability to stylize text?*(scale from 1-9)

- 1 - Not at all important (1)
- 2 (2)
- 3 - Somewhat important (3)
- 4 (4)
- 5 - Important (5)
- 6 (6)
- 7 - Very important (7)
- 8 (8)
- 9 - Extremely important (9)

Q27 If an email marketing service allowed you to edit an uploaded image, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q28 If an email marketing service allowed you to upload images, but not make edits, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)

- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q29 How important is it that an email marketing service gives you the ability to make edits to uploaded images?(scale from 1-9)

- 1 - Not at all important (1)
- 2 (2)
- 3 - Somewhat important (3)
- 4 (4)
- 5 - Important (5)
- 6 (6)
- 7 - Very important (7)
- 8 (8)
- 9 - Extremely important (9)

Q30 If an email marketing service allowed you to add filters over an image (like Instagram), how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q31 If an email marketing service suggested that you add filters over an image using a third-party application (like Photoshop), how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Survey Questions

Q32 How important is it that an email marketing service gives you the ability to add filters over an image?*(scale from 1-9)

- 1 - Not at all important (1)
- 2 (2)
- 3 - Somewhat important (3)
- 4 (4)
- 5 - Important (5)
- 6 (6)
- 7 - Very important (7)
- 8 (8)
- 9 - Extremely important (9)

Q33 If an email marketing service offered a diverse selection of downloadable icons, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q34 If an email marketing service offered a limited selection of icons, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q35 How important is it that an email marketing service gives you the ability to download a diverse selection of icons?*(scale from 1-9)

- 1 - Not at all important (1)
- 2 (2)
- 3 - Somewhat important (3)
- 4 (4)

- 5 - Important (5)
- 6 (6)
- 7 - Very important (7)
- 8 (8)
- 9 - Extremely important (9)

Q36 If an email marketing service provided you with free mobile and web email testing, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q37 If an email marketing service charged you additionally for mobile and web email testing, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q38 How important is it that an email marketing service offers free mobile and web email testing?*(scale from 1-9)

- 1 - Not at all important (1)
- 2 (2)
- 3 - Somewhat important (3)
- 4 (4)
- 5 - Important (5)
- 6 (6)
- 7 - Very important (7)
- 8 (8)
- 9 - Extremely important (9)

Survey Questions

Q39 If an email marketing service included an auto-save feature, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q40 If an email marketing service included a manual save button only, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q41 How important is it that an email marketing service includes an auto-save feature?*(scale from 1-9)

- 1 - Not at all important (1)
- 2 (2)
- 3 - Somewhat important (3)
- 4 (4)
- 5 - Important (5)
- 6 (6)
- 7 - Very important (7)
- 8 (8)
- 9 - Extremely important (9)

Q42 If an email marketing service included a feature that tabulated raw data and auto-generated charts/graphs, how would you feel?*

- This would be helpful to me (1)

- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q43 If an email marketing service required that you download additional software in order to tabulate and auto-generate charts/graphs, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q44 How important is it that an email marketing service gives you the ability to tabulate data and generate graphs?*(scale from 1-9)

- 1 - Not at all important (1)
- 2 (2)
- 3 - Somewhat important (3)
- 4 (4)
- 5 - Important (5)
- 6 (6)
- 7 - Very important (7)
- 8 (8)
- 9 - Extremely important (9)

Q45 If an email marketing service allowed you to customize an email with no knowledge of HTML/CSS, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Survey Questions

Q46 If an email marketing service allowed you to customize an email, but required advanced knowledge of HTML/CSS, how would you feel?*

- This would be helpful to me (1)
- This is a requirement for me (2)
- This would not affect me (3)
- This would be a minor inconvenience (4)
- This would be a major problem for me (5)

Q47 How important is it that an email marketing service requires no knowledge of HTML/CSS?*(scale from 1-9)

- 1 - Not at all important (1)
- 2 (2)
- 3 - Somewhat important (3)
- 4 (4)
- 5 - Important (5)
- 6 (6)
- 7 - Very important (7)
- 8 (8)
- 9 - Extremely important (9)