Winden B2C Survey questions

Hi!

We're conducting research on how people send files to others, and between their own devices.

The survey should take about 15 minutes to complete.

Thank you in advance for providing as much detail as possible in your responses. The better we understand your experiences, the better we can make our product. We really appreciate your input!

If you have any questions about the survey, please email us at [email address removed].

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How will you handle my data?

We do not record any personal information about you, aside from the data you may enter in the form. We will not ask you for your name, email address or residence location. We ask you about what products you use, and how you use them. As we do not know who you are, we can't and won't tie answers to personal information about you.

How will you use my response?

We will use this survey to help us prioritize product features, learn about the most relevant type of customer, and learn how to better communicate about the product.

Will you disclose my response to anyone else?

The full survey results are not public, though we may publish excerpts. Such public results could for example be, "85% of our respondents said they use product X".

If we'd publish quotes from answers, then we might say "One participant said they were interested in this feature because they had 'never seen something like this before'".

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All questions are 'choose one', unless otherwise specified.

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Introduction

Q1. Please answer for each of the below scenarios.
How satisfied are you about the current options you have/use for:

This tells us what use cases people might be more likely open to changing/where they may have a bigger need (but better found out through usability testing).

[scale 1 = very unsatisfied, 5=very satisfied, or N/A=don't use, use an array]

- Sending simple files to someone (for example, pictures)
- Sending a link to someone
- Sending large files to someone (for example, long videos)
- Sending files to yourself (between your devices)
- Sending files securely & privately
- Sending a password for logging in on a different device

Q2. What best describes your most typical experience with sending files over the past month?

This tells us how important it is for us to focus on multiple file transfers in our development roadmap.

- I mostly sent a single file at a time
- I mostly sent 2-5 files at the same time
- I mostly sent 6 or more files at the same time
- I mostly sent a directory with files

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Send to self

Q3. How often do you send files **to yourself**, between devices that you own?
(This can be using email, messaging apps, cloud storage, a file transfer service or otherwise.)

- Daily
- Once a week or more often
- 1-3 times every month
- Every few months
- Once a year [skip next 2 questions]
- (Almost) never [skip next 2 questions]

Q4. What tools/apps do you use the most to send files to yourself, between devices that you own?

This tells us what current usage we could envision replacing/supplementing.

(choose two at most)

- Bluetooth file transfer
- WhatsApp / Telegram / iMessage / another messaging app (please specify)
- E-mail
- Google Drive / Dropbox / iCloud / another cloud storage platform (please specify)
- AirDrop
- WeTransfer / another file transfer platform (please specify)
- USB drive
- Other… (please specify)

Q5. Can you tell us for what purpose you send files to yourself?
(For example, transferring photos from my phone to my computer, so I can back them up on my hard drive, or sending a spreadsheet from my work laptop to my private computer, so I can use a device I'm more comfortable with.)

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Large files

Q6. How often do you send **large files** (>25 MB) **to others or to yourself**?
(This can be using a file transfer service or otherwise, such as email, messaging apps or cloud storage.)

- Daily
- Once a week or more often
- 1-3 times every month
- Every few months
- Once a year [skip next 3 questions]
- (Almost) never [skip next 3 questions]

Q7. What tools/apps do you use the most to send **large files** to others or to yourself?

This tells us what current usage we could envision replacing/supplementing.

(choose two at most)

- Bluetooth file transfer
- WhatsApp / Telegram / iMessage / another messaging app (please specify)
- E-mail

- Google Drive / Dropbox / iCloud / another cloud storage platform (please specify)
- AirDrop
- WeTransfer / another file transfer platform (please specify)
- USB drive
- Other… (please specify)

Q8. What is a typical file size you send when sending **large files**?

- 25-100 MB
- 100 MB-500 MB
- 500 MB-2 GB
- 2-10 GB
- 10-200 GB
- Larger than 200GB
- I don't know/N/A

Q9. Can you tell us for what purpose you send **large files**?
(For example, sending design files to my clients)

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Privacy/Security

Q10. How often do you want to send files in a way that is **extra secure or privacy-sensitive**?

- Always when I send files
- In more than 50% of the times I send files
- Between 10-50% of the times I send files
- Rarely, less than 10% of the times that I send files
- Never [skip next 2 questions]

Q11. What tools/apps do you use the most to send files in a way that is **extra secure or privacy-sensitive**?

This tells us what current usage we could envision replacing/supplementing.

(choose two at most)

- Bluetooth file transfer
- Signal
- WhatsApp / Telegram / iMessage / another messaging app (please specify)
- E-mail
- Google Drive / Dropbox / iCloud / another cloud storage platform (please specify)
- AirDrop
- WeTransfer / another file transfer platform (please specify)

- USB drive
- Other… (please specify)

Q12. Can you tell us for what purpose you want to send files in a way that is especially **secure/private**? (For example., 'medical information to my doctor that I don't want others to see'; or 'I always want to keep my files private'. You can also write 'this is private' or leave empty if you prefer not to share.)

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Current use experience

Q13. What is it that you like *most* about your current methods to send files to others or yourself? (check max. 3)

- Ability to send large files
- Speed
- Ease of use
- Security
- Privacy
- The receiver can get my files without needing a special app or device
- I already communicate with the receiver using that tool
- Reliable
- Other...

[RANDOMIZE!]

Q14. What do you like *least* about your current methods to send files to others or yourself?

(check max. 3)

- Cannot send large files
- Pictures get compressed
- Slow
- Not easy to use
- Security concerns
- Privacy concerns
- Receiver needs a special app or device to get my files
- Unreliable
- Other...
- (I like everything about my current methods)

[RANDOMIZE!]

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Payment

Q15. Are you currently **paying** for a file transfer service?

- No, I only use free services to send files **[skip next question]**
- Yes, I pay for WeTransfer Pro/Premium
- Yes, I pay for another service to help me with sending files, for example a paid cloud storage service [Please specify...]

Q16. What are you currently paying to meet your file transfer needs?

- (open answer)

Q17. We would like to know more about paying for apps using app stores (such as the Google Play store or Apple App store).

Have you bought an app or subscribed to an app using an app store?

Check what applies to you
- I have paid for an app (one-time payment) through an app store before
- I have paid for an app (subscription / recurring fee) through an app store before
- I never paid for an app or subscription in an app store.

Q18. How comfortable are you with buying/subscribing to apps through an app store (such as the Google Play store or Apple App store)?

Select what best applies to you
- I am *very* comfortable with paying for an app (subscription) through an app store
- I am comfortable with paying for an app (subscription) through an app store
- I have concerns about paying for an app (subscription) through an app store (If so, please specify why)
- I have *strong* concerns about paying for an app (subscription) through an app store (If so, please specify why)
- I never pay for apps / This is not applicable to me.

Q19. When it comes to paying for a file transfer product or service, what would be most appealing to you?

(Choose one)

RANDOMIZE!
- Subscription: I prefer my paid-for apps to have a monthly recurring fee
- One-time payment: I prefer my paid for apps to have a one-time fee with no expiration

- Pay per usage: I prefer my paid-for apps to be a pay-per-use (per files sent or file size sent)

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Feature prioritization

Q20. What is most important to you in a file transfer service?

Rank the following features in order or preference (the top one being most important)
[RANDOMIZE!]

I want to send files…
- with end-to-end encryption, so that the file transfer provider can't see or read them
- that are very large (> 100Mb)
- with high speed
- without giving my or the receiver's contact information (identity-free)
- in a very easy way
- in a web browser, so that anyone can receive my files without downloading an app.
- using mobile or desktop apps
- by uploading them to the cloud, so that the receiver can download them even when I'm offline.

Q21. For the following features, list how much __extra__ you would be willing to pay for them per month

[Slider layout here, with 0 on the one hand and €10 a month on the other]
[Random order if possible]

	€0	€ 1 per month	€ 2-3 per month	€ 4-6 per month	€ 7-10 per month
Secure: My file transfer provider is unable to see or read any of my files (end-to-end encryption)					
Identity-less: I can send files without the provider or receiver knowing my contact info (email, phone number)					

Fast: I want to be able to send files with high speed					
Easy: I want to be able to send files using a service that is very easy to use					
Big: I want to be able to send very large files (> 100Mb)					
Stored in the cloud: the receiver can download the file even when I the sender am offline					
No app download required: I want receivers to be able to get my files with a web browser					
Desktop app: I want to be able to send files using a downloadable desktop application					
Mobile app: I want to be able to send files using a downloadable mobile app					

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This survey is about a new product idea that is described as follows:

> File transfer service to send files with ease, speed and security.
> - Files are never stored in the cloud, so both the sender and receiver need to be online at the same time during the file transfer.
> - It is identity-less and quick: you do not need to sign up for an account or give your or the receiver's contact info to send a file.

> - With end-to-end encryption, you keep your data private to yourself and the receiver. The provider cannot open your files.
> - You can send very large files of up to 10 GB, through a website and mobile/desktop apps.

Q22. Based on the description, how interested would you be in buying/paying for this new file transfer service if priced within your budget?

- Extremely interested
- Very interested
- Moderately interested
- A little interested
- Not at all interested

Q23. Which of the following best describes your need for this product?
- I really need this product because nothing else can do this for me.
- This is an improvement over what I currently use.
- It is about the same as what I'm currently using.
- My current methods would serve me better.
- I am not at all interested in this product.
- Other: ____

Q24. *ONLY for people who selected *extremely interested* or *very interested* for question 22; AND who did not choose one of the last 2 options for question 23.*
Given your interest in this file transfer product, what would you most like to use it for?
(For example: For sending folders with pictures from my phone to my computer)

Q25. What would you expect to pay for a new easy, fast and secure file transfer service, like the one described, **per month**? (Nearest €)

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Q26. What would you expect to pay for a new easy, fast and secure file transfer service, like the one described, **if it was a one-time purchase**? (Nearest €)

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Q27. If paying a monthly fee:
At what price would the product begin to look way <u>too expensive</u> so that you would never consider buying it?

[Slider question with choice between €0 and €20, with €1 increments]

Q28.
At what price would the product begin to look (too) <u>expensive, but you'd still consider buying it</u>?

> [Slider question with choice between €0 and €20, with €1 increments]

Q29. At what price would this product be a really good deal? (You'd buy it right away.)

> [Slider question with choice between €0 and €20, with €1 increments]

Q30. At what price would this new product begin to look so inexpensive or cheap that you wouldn't trust it?

> [Slider question with choice between €0 and €20, with €1 increments]

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Q31. We have come to the end of the survey. If you have any final thoughts to share after completion of this survey, feel free to add them here. (Optional)

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Thank you very much for taking the survey.

If you would like to keep informed about this and other privacy-focused products we are developing at Least Authority, please visit or sign up for our newsletter on our website.