Demographics
Age 25
Sex m
Occupation graphic designer

Transportation
Check all that you own
☑ car
☐ bike
☐ bus pass
☐ other: specify

Rank your top three modes of transportation, 1=most frequently used
2 walking
☐ biking
☐ busing
1 driving
☐ taxi
☐ other: specify

Entertainment
How often do you participate in the following activities?
Rank 1=never or almost never
5=monthly
10=daily
6 Go to a movie
9 Go to a bar
7 Go to a restaurant
1 Go to a play
1 Go to a concert
1 Go to an art show
7 Go to sporting events
1 Go to a coffee shop
5 Rent a movie (in person or via internet)
☐ other: specify

Information needs
How often do you have to look up the following information?
(This includes any source, such as via internet, print media, by phone, or word of mouth)

Rank  \( I=\text{never or almost never} \)
      \( 5=\text{monthly} \)
      \( 10=\text{daily} \)

1   Bus schedules
5   Movie listings
1   Concert Calendars
3   Taxi numbers
1   Stock Quotes
1   Word definitions
1   Word translation
8   Bank account information
5   Traffic report
8   Weather report
5   Business operating hours
1   Recipes
1   Important dates (holidays, birthdays, etc.)

other: specify ____________________________

Information access
Rank your top three sources that you use most often for getting the information listed previously
\( I=\text{most frequently used} \)

1   Internet
2   Television
3   By phone
   Newspaper or other print publication
   Phonebook
   Promotional material (advertisements, posters, billboards, etc.)
   Company produced material (kiosk, ATM, printed bus schedules, etc.)
3   Word of mouth

other: specify ____________________________

Respond
What kind of information do you want to have easy access to?
What kind of widget would be most useful to you?
weather probably

What are your ideas?
?