

Mercedes-Benz Brand Center Usability Testing Participant Screener

Screener Introduction

Thank you for your interest in participating in our usability study for the Mercedes-Benz Brand Center event app. Please complete this brief questionnaire to help us determine if you match the profile we're looking for in this study. This should take approximately 5-7 minutes to complete.

Demographic Information

1. **Full Name:** _____

2. **Email Address:** _____

3. **Phone Number:** _____

4. **Age:**

- ☐ Under 25
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or older
- ☐ Prefer not to say

5. **Gender:**

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer to self-describe: _____
- ☐ Prefer not to say

6. **Geographic Location** (City/Country): _____

7. **Primary Language:**

- ☐ English
- ☐ Arabic
- ☐ Other: _____

Automotive Experience

8. **Do you currently own or lease a vehicle?**

- ☐ Yes
- ☐ No

9. **What brand of vehicle(s) do you currently own or lease?** (Select all that apply)

- ☐ Mercedes-Benz
- ☐ BMW
- ☐ Audi
- ☐ Lexus
- ☐ Porsche
- ☐ Jaguar
- ☐ Land Rover
- ☐ Other luxury brand: _____
- ☐ Non-luxury brand: _____
- ☐ I don't currently own/lease a vehicle

10. **If you own a Mercedes-Benz, which model(s) do you have?** _____

11. **How long have you owned a Mercedes-Benz vehicle?**

- ☐ Less than 1 year
- ☐ 1-3 years
- ☐ 4-6 years
- ☐ 7+ years
- ☐ I've never owned a Mercedes-Benz

12. **Are you planning to purchase a new vehicle in the next 12 months?**

- ☐ Yes, definitely
- ☐ Probably
- ☐ Possibly
- ☐ No
- ☐ Unsure

13. **If you are planning to purchase, which brands are you considering?** (Select all that apply)

- ☐ Mercedes-Benz
- ☐ BMW
- ☐ Audi
- ☐ Lexus
- ☐ Porsche
- ☐ Jaguar
- ☐ Land Rover
- ☐ Other luxury brand: _____
- ☐ Non-luxury brand: _____
- ☐ Not applicable

Technology Usage

14. **Which devices do you regularly use?** (Select all that apply)

- ☐ Smartphone (iPhone)
- ☐ Smartphone (Android)
- ☐ Tablet (iPad)
- ☐ Tablet (Android)
- ☐ Laptop/Desktop computer
- ☐ Smart TV
- ☐ Other: _____

15. How comfortable are you with using smartphone apps?

- ☐ Very comfortable - I use many apps daily
- ☐ Comfortable - I regularly use several apps
- ☐ Somewhat comfortable - I use a few basic apps
- ☐ Not very comfortable - I struggle with most apps
- ☐ Not at all comfortable - I avoid using apps

16. Have you ever used automotive brand apps before? (Select all that apply)

- ☐ Yes, Mercedes-Benz apps
- ☐ Yes, other automotive brand apps
- ☐ No

17. If yes, which automotive brand apps have you used? _____

Brand Center Experience

18. Have you ever visited the Mercedes-Benz Brand Center in person?

- ☐ Yes, multiple times
- ☐ Yes, once
- ☐ No, but I plan to
- ☐ No, and I have no plans to

19. Have you ever used the Mercedes-Benz Brand Center website or app?

- ☐ Yes, frequently
- ☐ Yes, occasionally
- ☐ Yes, once or twice
- ☐ No, never

20. Have you ever attended an event at the Mercedes-Benz Brand Center?

- ☐ Yes, multiple events
- ☐ Yes, one event
- ☐ No

Availability & Participation

21. Are you available to participate in a 60-minute usability test during one of the following periods? (Select all that apply)

- ☐ Week of [DATE RANGE 1]
- ☐ Week of [DATE RANGE 2]
- ☐ Week of [DATE RANGE 3]
- ☐ None of these times work for me

22. Do you have access to a quiet space with reliable internet for participating in this study?

- ☐ Yes
- ☐ No

23. What is your preferred testing format?

- ☐ In-person at the Mercedes-Benz Brand Center
- ☐ Remote video session
- ☐ No preference

24. Have you participated in a usability study before?

- ☐ Yes
- ☐ No

25. How did you hear about this study?

- ☐ Email invitation
- ☐ Mercedes-Benz website
- ☐ Social media
- ☐ Friend/family referral
- ☐ Other: _____

Compensation Information

Participants who qualify and complete the full 60-minute session will receive [COMPENSATION DETAILS].

26. If selected to participate, what is your preferred method of receiving compensation?

- ☐ Gift card
- ☐ Bank transfer
- ☐ Mercedes-Benz merchandise
- ☐ Charitable donation
- ☐ Other: _____

Agreement

[] I confirm that the information provided is accurate and complete.

[] I understand that providing false information may disqualify me from participation.

[] I consent to being contacted regarding this study.

Thank you for completing this questionnaire. We will review your responses and contact you if you match the criteria for this study.