verizon VCOMMONS Survey

This survey is being conducted to evaluate and improve the user experience of Verizon's vCommons from a user perspective. All information provided by you is strictly for the purposes of analysis and is not retained for any other administrative reasons.

1. Do you use public sites that are similar to vCommons, such as YouTube, Twitter, etc.? If yes, please indicate what type of social networking user you would consider yourself – novice, intermediate, or advanced.

   ○ Yes   ○ No   [_____]

2. Which vCommons areas do you visit the most and why?

3. What do you feel Verizon is accomplishing and offering by providing access to vCommons?

4. Relate a short story concerning your most rewarding experience using vCommons. If none, explain why.

5. Relate a short story concerning a frustrating experience using vCommons. If none, explain why.

6. How do you typically visit vCommons?

   ○ I typically access vCommons when prompted via email click-through.

   ○ I visit one or more vCommons areas manually by opening a browser.

7. Do you often begin posting or reading on one vCommons area and then transition to one or more additional vCommons areas, or do you simply perform one task on vCommons and then leave?

8. What do you do most on vCommons?

   ○ I post information and media.

   ○ I read information and view media.

   ○ I reply to information and media postings.

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9. How often do you reply to posts on vForum, vIdeas, or vTweet and why or why not?

10. What is your level of difficulty when trying to complete tasks? If one vCommons area causes specific difficulty, please describe.

11. Do you feel that your job is directly impacted by vCommons and how?

○ Yes   ○ No

12. Take a moment to think about and provide short detail concerning one vCommons area and its public counterpart. If you use, for example, YouTube or Twitter, compare the general concept and feeling of how you accomplish tasks there to similar tasks you try to accomplish using, for example vTweet or vTube. Keep in mind the broader scope of a public site compared to the focused elements of Verizon's business networking sites.

13. Based on information we get from your survey, we may want to follow-up with additional questions in an interview format. Is it ok to contact you for more information concerning the experiences and details you have provided in this survey?

○ Yes   ○ No

Additional Comments:

Signature: _____