

Yopals - Questionnaire

User Demographics

1. What is your age?
 - Under 18
 - 18–24
 - 25–34
 - 35–44
 - 45+

2. What is your occupation?
 - Student
 - Working professional
 - Business owner
 - Retired
 - Other (please specify)

3. How often do you explore new restaurants, cafes, or events?
 - Weekly
 - Monthly
 - Rarely

4. Where do you primarily look for recommendations or reviews?
 - Social media (e.g., Instagram, Facebook)
 - Online review platforms (e.g., Yelp, TripAdvisor)
 - Friends and family
 - Other (please specify)

Current Behavior

5. Do you currently use any platforms to explore local businesses and events?
- Yes (please specify)
 - No
6. What features do you find most useful in your current platform? (Select all that apply)
- Search and filters
 - Reviews and ratings
 - Photos and videos
 - Events calendar
 - User recommendations
 - Other (please specify)
7. What are your biggest frustrations with the platform(s) you currently use?

Needs and Expectations

8. How important are the following features for you in a review app? (Rate from 1 - Not Important to 5 - Very Important)

- Verified reviews
- Personalized recommendations
- Advanced search filters
- Local events
- Visual content (photos, videos)
- Social interaction (comments, likes)
- User ranking systems

9. What type of content would you expect to see in a user profile?

- Reviews written
- Photos and videos uploaded
- Favorite places
- Ranking/impact score
- Other (please specify)

10. Would you be willing to create and share content (e.g., reviews, photos) on a platform like this?

- Yes
 - No
 - Maybe (depends on... [please specify])
-

Pain Points

11. What challenges do you face when choosing a new restaurant, cafe, or event to attend?

12. What information do you find missing or unreliable in existing platforms?

13. Have you ever had an unpleasant experience because of incorrect or misleading information on a platform? If yes, please elaborate.

Social and Competitive Features

14. Would you be interested in seeing how your activity compares to other users (e.g., rankings, badges)?

- Yes
- No

15. How likely are you to engage with features such as likes, comments, and sharing reviews?

- Very likely
- Somewhat likely

- Neutral
 - Unlikely
 - Very unlikely
-

Event Exploration

16. How often do you attend events (e.g., concerts, food festivals)?

- Weekly
- Monthly
- Rarely

17. Would you find value in a platform that curates local events based on your preferences?

- Yes
- No

18. What type of events are you most interested in? (Select all that apply)

- Food and beverage
 - Music and concerts
 - Art and culture
 - Sports
 - Tech and business
 - Other (please specify)
-

Design and Usability

19. What would make you trust a review or recommendation on the platform?

- Verified users
- Detailed reviews
- High-quality photos/videos
- Other (please specify)

20. How important is a clean and easy-to-use design for you in such an app?

- Very important
- Somewhat important
- Neutral
- Not very important
- Not important at all

21. Do you prefer light mode or dark mode for apps?

- Light mode
 - Dark mode
 - No preference
-

Additional Questions

22. If you could improve one thing in existing review platforms, what would it be?

23. What would make you recommend a platform like this to your friends and family?

24. Do you have any other suggestions or expectations for a platform like Yopals?
