

Final Draft of Interview Questions:

1. Where do you think Motorola stands now in terms of the synchronization space?
2. Where is Motorola in respect to its competitors in the synching space?
 - a. Who do you think is furthest in this space?
 - b. How close is Motorola to that competitor?
3. When was the last time you used a synch application?
 - a. Do you synch any information on your mobile device to your computer?(vice versa)
 - b. What application(s) do you synch?
 - c. What do you use to synch (cable, Bluetooth, etc.)?
 - d. Was there anything you wanted to do while the synch was occurring that you could not do at that time?
4. Have you ever synchronized a Motorola device?
 - a. If yes, what device?
 - i. On a scale of 1-5, 1 being the easiest and 5 being the hardest, how would you rate synching that product?
 - b. If no, why not?
 - i. What device?
5. Do you use Windows or a Mac computer?
 - a. If you use a:
 - i. Mac computer have you ever used Windows?
 - ii. Windows computer have you ever used a Mac?
 - b. What you like most about this platform?
 - c. What do you like least?
6. What kind of content is important to you?
 - a. Contacts
 - b. Pictures
 - c. Music
 - d. Videos
 - e. Calendar events
 - f. Other (Word Documents, Excel, etc.)
 - i. How often do you access the content on your phone / mobile device?
 - ii. Roughly how much content do you have on your phone / mobile device at any time?
 1. For instance, can you estimate how many contacts you have in your phone / mobile device?
 2. How many pictures or songs? Etc.

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7. Would you want to carry all your content on your mobile device or be able to access it over some network?
 - a. Would you want it to synch automatically?
 - i. Daily, hourly, weekly, etc.
 - b. Or manually?
 - i. Do you prefer synching via a cable attached or over-the-air (OTA)?

8. Please prioritize the following list of options:
 - i. Storage space _____
 - ii. Ability to auto-synch _____
 - iii. Ability to manually synch _____
 - iv. Access to phone functions during synch _____
 - v. Long battery- life _____
 - vi. Compatible with Mac OS/ Apple products _____
 - vii. Compatible with Windows _____

9. If storage space is limited, how would you prioritize content to be synched?
 - a. All of your music, some pictures and videos, some of your contacts, and only the weeks calendar events.
 - b. Some music, all pictures and videos, all of your contacts and a years calendar of events.
 - c. Etc.

10. Given the scenario you preferred, how much storage would be needed on the device, or on the network? (Larger storage, less work for synch / smaller storage, synch often.)

11. Should media and productivity content be treated differently during the synching process?
 - a. What would your ideal synching process be for each of these contents?
 - i. Calendar?
 - ii. Music?
 - iii. Photos?
 - iv. Videos?
 - v. Other? (Notes, email, messages?)
 - b. Is there one process for all content types?
 - c. Or should different content be treated differently? Why?

12. Is broadcasting a stream of content a new way to go?
 - a. What if you loose signal?
 - b. 3G, email, download, (progressive) , streaming media, Bluetooth,

13. What role do you see the carriers having in synchronization?
 - a. Are you aware of existing carrier requirements in this space?
 - b. Are there any opportunities for ARPU in this space?

14. What do you see in the future of synchronization of music, or multi media in general, for Motorola?
 - a. How do you anticipate that this will change the synch space?

15. With this vision of the future, what would your concerns be?
 - a. What can you imagine would be potential benefits?
 - b. And what would be the pitfalls?
 - c. Do you know of any specific technology that would be required for this to occur?

16. What role does synching play within Seamless Mobility or Liquid Media?

17. What would it take for Motorola to own the synchronization space?