Successful requirement for commercial mobile application for smartphone in Gulf countries

1- Age
- ☐ Please mention it (………….)

2- Gender
- ☐ Male
- ☐ Female

3- Education level
- ☐ Postgraduate
- ☐ Diploma or less
- ☐ Undergraduate

4- Mobile brand type
- ☐ Samsung Galaxy
- ☐ Blackberry
- ☐ Motorola or LG
- Others (*please mention it*)
- ☐ Apple iPhone
- ☐ ……………………………………
- ☐ HTC

5- Number of hours spent on the Internet
- ☐ Less than 10 hours a week
- ☐ 2 - 5 hours a day
- ☐ Less than 2 hours a day
- ☐ More than 5 hours a day

6-
- - Do you use the mobile phone for online purchasing?
- ☐ Yes
- ☐ No
- - If the previous answer is **yes**, how regularly do you purchase online?
- ☐ Rarely
- ☐ Once a week
- ☐ Once a month
- ☐ More than twice a week

7- User Internet activities (*tick all that apply*)
- ☐ Social websites (e.g. chatting - Facebook and others - Forums - Messenger)
- ☐ Commercial websites (stocks - companies - online commercial websites)
- ☐ News websites
- ☐ Service websites (banks - government agencies - other)

8- What are the information sources that help you to make a decision to purchase via mobile phone?
- ☐ Reading from the Internet
- Others (*please mention it*)
- ☐ Company reputation
- ☐ …………………………………….
- ☐ Friend advice
- ☐ …………………………………….

9- Products types purchased online via mobile phone
- ☐ Electronic devices.
- ☐ Automobile
- ☐ Clothes
- ☐ Furniture
- ☐ Jewellery
- ☐ Beauty and Health

Others … (*please mention*)

1. ……
2. ……
3. …………………………………………………………………………………………………

10- Requirements under consideration: Please choose the scale level of each point in the following table that you think reflects its importance for adoption in commercial mobile applications.

1 **Appearance:** The appearance of Smartphone applications related to M-Commerce and how the exterior design might be attractive in appearance, balanced in appearance, include proper colours and contain texts (11 indicators).

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
A.	**Attractive Appearance and Balancing.** Indicators that focus on design innovation, beauty of design, and symmetry in the employment of texts, colours, and images in a smartphone application.					
1.	New and innovative design is a fundamental factor to accept and use Smartphone applications	☐	☐	☐	☐	☐
2.	Design beauty is important to dealing with Smartphone applications	☐	☐	☐	☐	☐
3.	It is fundamental to balance colours, images and text	☐	☐	☐	☐	☐
4.	In balancing colours that are used on the screen interface, one should not be used more than others	☐	☐	☐	☐	☐
5.	Using expressive images instead of using text links only	☐	☐	☐	☐	☐
B.	**Colour and Text usage.** evaluates the colours and texts are used and their consistency with background interfaces. The appropriate number of colours should also be applied to each screen, font size, multiple headlines in one screen, and capital and small letters.					
6.	Using light colours with a dark background and vice versa	☐	☐	☐	☐	☐
7.	The number of colours per screen should be no more than four different colours	☐	☐	☐	☐	☐
8.	Use a particular font type to ensure the text is consistent and readable	☐	☐	☐	☐	☐
9.	The font sizes are appropriate for the reader	☐	☐	☐	☐	☐
10.	Use more than one headline per screen	☐	☐	☐	☐	☐
11.	Avoid using capital letters extensively in normal text in the English language	☐	☐	☐	☐	☐

2 Organization: Good organisation of mobile applications helps to increase quality and performance levels, as well as assist in easy, smooth access to application content and internal links (9 indicators).

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
A.	**Application Planning and Consistency:** The application should be organized very well, especially with regard to the plan and communication of clarification messages and errors for all inputs, processing, or outputs.					
1.	The application name should be meaningful and easy to remember	☐	☐	☐	☐	☐
2.	The company logo should be displayed prominently in the application	☐	☐	☐	☐	☐
3.	The application should contain map menus to facilitate mobility between the application screens and services	☐	☐	☐	☐	☐
4.	It should display the current page title explicitly	☐	☐	☐	☐	☐
5.	The application should be structured and consistent in designing plan of screens.	☐	☐	☐	☐	☐
6.	The application should be structured and consistent in alert messages, especially in communicating input, process and output messages	☐	☐	☐	☐	☐
B.	**Navigation links:** Smartphone applications should contain easily accessible links, especially for fundamental functions and important processes.					
7.	It should contain fixed buttons of fundamental functions in most or all of the application's basic screens	☐	☐	☐	☐	☐
8.	The fundamental functions should be available and accessible from anywhere in the application	☐	☐	☐	☐	☐
9.	The application keyboard should be turned between numbers and letters depending on input type for each screen	☐	☐	☐	☐	☐

3 Content: Evaluating mobile applications involves the evaluation of information updating procedures across the applications overall and for specific application screens (12 indicators).

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
A.	**Updated content:** Mobile application content is up-to-date, regular, and time and date update are shown.					
1.	Use of an update mechanism to update screen content	☐	☐	☐	☐	☐
2.	Application items, such as products and their date of addition, are updated regularly	☐	☐	☐	☐	☐
3.	Show time and date of update when update any item in the application	☐	☐	☐	☐	☐
4.	Provide information about the company's goals for the application	☐	☐	☐	☐	☐
B.	**The Accurate and Relevant Data.** It is important to focus on informational content, which should be relevant to the application's goal and to the company's main activities. Also, the Application's published information should be validated and properly referenced					
5.	Present information about the company's overview, such as company services and activities	☐	☐	☐	☐	☐
6.	Information about the products and services being offered by the application	☐	☐	☐	☐	☐
7.	The information should be accurate in content, as well as free of spelling and grammatical errors	☐	☐	☐	☐	☐
8.	The information presented should be referenced to its sources, such as policy and legislation	☐	☐	☐	☐	☐
C.	**Content display:** Information is presented in an objective manner using different formats.					
9.	Applications should be available to target customers in specific areas	☐	☐	☐	☐	☐
10.	Application languages should be provided according to the target population	☐	☐	☐	☐	☐
11.	The application should provide and use alternative formats (such as PDF, video and audio) for any unexpected error	☐	☐	☐	☐	☐
12.	Application information should be presented in an objective manner without any political, cultural or institutional bias	☐	☐	☐	☐	☐

4 Interaction: Interactive features that increase the user's attention to these applications across multiple means of display, such as text, audio, video, and images, should be included (13 indicators).

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
A.	**Multimedia adoption:** the customers can choose their own mobile applications' services and facilities that can be shown in the application screen such as application colour interface and some of particular buttons are appear and hide others buttons.					
1.	The application should include multimedia elements such as images, video and audio	☐	☐	☐	☐	☐
2.	Using the previous multimedia elements effectively and put more than one option in each place	☐	☐	☐	☐	☐
3.	The application should adopt these elements effectively, so as not to affect download time	☐	☐	☐	☐	☐
B.	**Adaptability:** The provision of features that suit the application's users, such as the ability to customise some options, including colours and interfaces.					
4.	The ability to change or rearrange the application's interface options, such as sorting products in the display screen by name or product price	☐	☐	☐	☐	☐
5.	The ability to display the results horizontally or vertically	☐	☐	☐	☐	☐
6.	Search results can be displayed by customizing and filtering products and services	☐	☐	☐	☐	☐
7.	The user can choose special displays, such as using different colours in the application background or other services	☐	☐	☐	☐	☐
C.	**Customer advisor:** This aspect focuses on services and ads that are sent to customers via mobile applications to attract them to increase their visitation to the application, periodically to attract them to visit the application.					
8.	The messages tailor the products offered to customers' personal interests, which will make them want to visit the application periodically	☐	☐	☐	☐	☐
9.	Messages, recommendations and tips that link to the customers and give them an invitation to buy a particular product	☐	☐	☐	☐	☐
10.	Personalised ads that reach customers via their personal accounts	☐	☐	☐	☐	☐
11.	It should use auditory and musical stimuli during any actions or events	☐	☐	☐	☐	☐
12.	It should use audio symbols to play audio files from the audio files that are prepared for this feature	☐	☐	☐	☐	☐

5   **Assurance:** This part emphasises the considerable assurance that should be provided to customers to increase their confidence in the M-Commerce field (13 indicators).

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.	Various and safe m-payment methods should be provided	☐	☐	☐	☐	☐
2.	Safe m-payment methods should be included	☐	☐	☐	☐	☐
3.	It should increasing customer awareness by providing a brief description of the main threats in m-shopping and show how to achieve it through safe and logical solutions	☐	☐	☐	☐	☐
4.	The security certificates and legitimacy should be provided and presented in a clear place in the application	☐	☐	☐	☐	☐
5.	It should display the security policy clearly according to countries' legislation	☐	☐	☐	☐	☐
6.	It should present the application companies' pass certification tests from the operating system companies	☐	☐	☐	☐	☐
7.	It should develop special passwords for m-shopping applications that can be received via SMS to protect personal client information	☐	☐	☐	☐	☐
8.	It should show customers a certificate that their information that is recorded in the application is confidential	☐	☐	☐	☐	☐
9.	It should display a privacy policy that clearly shows adherence to government privacy legislation	☐	☐	☐	☐	☐
10.	It should ensure customer data is not monitored or reserved via temporary files such as cookies	☐	☐	☐	☐	☐
11.	Information about the organization and website manager should be provided in the application	☐	☐	☐	☐	☐
12.	Copyright policy to prevent criminals setting up an imitation application should be recorded in the countries where the application operates	☐	☐	☐	☐	☐
13.	It should increase the credibility of the application's content by providing alternative sources supportive of the application, such as company website, e-mail address and SMS facilities	☐	☐	☐	☐	☐

6 **Customer-focus:** Focus on the provision of mechanisms for communicating with customers and discovering customers' reactions to an application (16 indicators).

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
A.	**M-loyalty programs:** Rewards are offered for retaining customers or acquiring customers.					
1.	The application should include communication channels for complaints	☐	☐	☐	☐	☐
2.	The application should include communication channels for suggestions	☐	☐	☐	☐	☐
3.	The application should include communication channels for customer reviews of company services and products	☐	☐	☐	☐	☐
B.	**The Customer Chat and feedback:** The ability to receive the views and suggestions of customers in a timely manner and respond in a timely manner.					
4.	The new customer should be rewarded with a new membership for joining from Mobile application	☐	☐	☐	☐	☐
5.	Customers who contribute to improving company products and services should get gifts via the company application	☐	☐	☐	☐	☐
6.	Customers who repeat visits and purchases via mobile application regularly should get gifts	☐	☐	☐	☐	☐
7.	Assistance through, for instance, online chat and free telephone lines	☐	☐	☐	☐	☐
C.	**Help and technical support:** This provides a means of assistance to complete the procurement process through the Smartphone application.					
8.	It should provide internal search capabilities in the variety of application features	☐	☐	☐	☐	☐
9.	List of FAQs	☐	☐	☐	☐	☐
10.	**"How to"** information provided in a variety of formats, such as video, audio, and document formats	☐	☐	☐	☐	☐
D.	**The Credibility and Reliability Build.** Providing details of the procurement process helps to raise awareness between the company and its customers via Smartphone applications. Also, the M-Commerce application should be reliable and available in most common versions of Smartphone operating systems					
11.	Organise and present the company refund and exchange policies for products	☐	☐	☐	☐	☐
12.	The company should design a feature to let their customers track their product shipping until it is delivered	☐	☐	☐	☐	☐
13.	The application should design and providing e-receipts, which should be PDF files or mobile messages	☐	☐	☐	☐	☐
14.	Activating policies to handle disputes and allow customers to submit complaints to raise their awareness about matters that should be taken into account during the online shopping process	☐	☐	☐	☐	☐
15.	Offering many versions of the mobile application that are compatible with various Smartphone operating systems	☐	☐	☐	☐	☐
16.	Availability and presence 24/7	☐	☐	☐	☐	☐

7 Systems Quality: determines the characteristics that should be included as basic requirements in the electronic system (for example, ease of use, system flexibility, system reliability, and learnability). These are examples of qualities that might be evaluated by users of the M-Commerce application system.

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.	The M-Commerce application system is easy to use.	☐	☐	☐	☐	☐
2.	The M-Commerce application system is able to adapt to customer requirements, such as usability, availability, and response time.	☐	☐	☐	☐	☐
3.	Commercial mobile applications have real information that can be trusted under specific characteristics of consumer need.	☐	☐	☐	☐	☐

8 Information Quality: focuses on the basic output characteristics of the system, which include management reports and information displayed on the screen or web pages (for example, information that should be known because of its importance, completeness, understandability, brevity, accuracy, and timeliness). This lets buyers or suppliers start online transactions and return to reuse them on a regular basis.

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.	The M-Commerce application system provides the precise information needed by the consumer.	☐	☐	☐	☐	☐
2.	The information content meets your needs.	☐	☐	☐	☐	☐
3.	The output is reliable.	☐	☐	☐	☐	☐
4.	The M-Commerce application system provides up-to-date information.	☐	☐	☐	☐	☐
5.	The M-Commerce application system provides understandable information.	☐	☐	☐	☐	☐

9 Service Quality: involves the features and support that should be provided by the IT support team for the system users (for example, reliability, responsiveness, accuracy, and technical competence). Therefore, its importance is greater than systems quality or information quality for consumers because poor user support will translate into lost customers and lost sales.

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.	When you have a problem, the M-Commerce application system has the appropriate facilities and shows a sincere interest in solving it.	☐	☐	☐	☐	☐
2.	The M-Commerce application system is always willing to help you.	☐	☐	☐	☐	☐
3.	You should feel safe in your transactions with the M-Commerce application system in terms of security and privacy protection.	☐	☐	☐	☐	☐

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
4.	The M-Commerce application system has the knowledge to answer your questions.	☐	☐	☐	☐	☐
5.	The M-Commerce application system gives you individual attention.	☐	☐	☐	☐	☐
6.	The M-Commerce application system understands your specific needs.	☐	☐	☐	☐	☐

10 Intention to Use: measures visits to mobile applications, navigation within the mobile applications, information retrieval, and execution of a transaction.

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.	You intend to use any M-Commerce application.	☐	☐	☐	☐	☐
2.	You will reuse the M-Commerce applications in the future.	☐	☐	☐	☐	☐
3.	You will use the M-Commerce applications frequently in the future.	☐	☐	☐	☐	☐

11 User satisfaction: concerns the level of satisfaction with the information provided in the system. It features information via reports, websites, and support services, such as the tools that can be used to measure user satisfaction.

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.	You are satisfied with the M-Commerce application system.	☐	☐	☐	☐	☐
2.	The M-Commerce application system is of high quality.	☐	☐	☐	☐	☐
3.	The M-Commerce application system has met your expectations.	☐	☐	☐	☐	☐

12 Net benefits: contribute to individual, group, and organisational success (for example, improving the decision-making process, reducing costs, fostering market efficiency, increasing sales, improving productivity, and boosting profits)

No.	Factors	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.	The product/service of the M-Commerce application system is a good value for the money.	☐	☐	☐	☐	☐
2.	The price of the product/service of the M-Commerce application system is acceptable.	☐	☐	☐	☐	☐
3.	The time spent in the M-Commerce application system is appropriate.	☐	☐	☐	☐	☐
4.	The M-Commerce application system facilities will be extended to your online shopping, thus increasing your purchases.	☐	☐	☐	☐	☐