



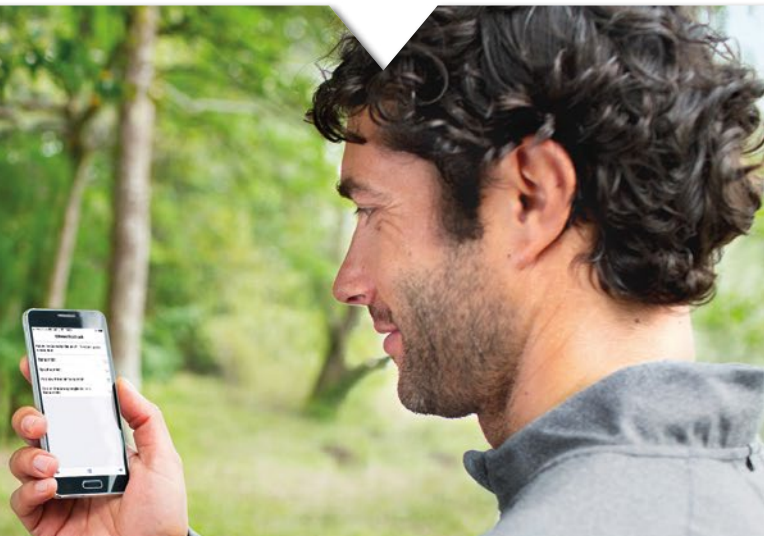
BOSCH

mQuest
a product of **cluetec**

Success story

Open air insights

Several-week diary study of outdoor novelty



The BOSCH User Experience Division conducts regular long-term studies where new products are subjected to rigorous testing before they are launched on the market. This also applies to an upcoming product in the mobility sector. Equipped with their own smartphones and mQuest® Diary, participants had to test the new outdoor device under realistic conditions for several

weeks. The offline capability of mQuest® was a key factor in reliably capturing the „moment of truth“ during product use in various outdoor situations.

The results of the diary study accurately reflect the opinions of the target group and provide valuable information to fine-tune the product before its official market launch.

Deployed product: mQuest® Diary

Autonomous completion of questionnaires on the participants' own hardware

Regular questionnaires updates during the study

Use of push notifications as a reminder for updates and tasks

Independent of WiFi or mobile networks thanks to offline functionality

Daily results upload

Services



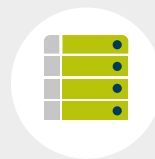
Provision of the software



Support in programming of questionnaires



Support



Hosting



Reliable and performant. This is the best way to summarise our impression of mQuest®. The product test could be carried out smoothly, thanks to the offline functionality and the intuitive handling of diary studies.

Further information about the customer:
www.bosch.de



www.mQuest.de