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**MOBILE APPLICATION AS A POTENTIAL KEY CUSTOMER
BASE**

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ABSTRACT

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The research studies mobile applications as a key customer base and it is done for a Finnish sport retailer, Top-Sport Oy. The study examines if a mobile application could be used as a key customer base. The use of smartphones is in rapid growth and companies are increasingly interested in the use of social media and mobile applications. The commissioner does not have an existing key customer base. Technical issues are not discussed in this study.

The study intends to show if a mobile application as a key customer base would be a viable solution. Customer needs and expectations are studied in the customer satisfaction survey. Also qualities of existing mobile applications and key customer mobile applications are benchmarked in the study. The study aims to reflect the current situation and future trends.

Knowledge base of the thesis consists of mobile applications, growing mobile markets and the related theories. The applied research method is quantitative. Quantitative method has been utilized in the customer satisfaction survey. The survey was given to students of Oulu University of Applied Sciences, School of Business and Information Management through the intranet 11.12. - 17.12.2013. Total number of responses was 238.

The customer satisfaction survey shows interest in a mobile application if an application is easy to download, the content is inviting and has the possibility of personification. The study clarifies new ways to create attractive and innovative content for a mobile application. The study indicates the need for further research, more covering interviews, technical product development and follow up of customer satisfaction after the product has been developed and taken into use.

Keywords: mobile, CRM, mobile customer relationship management, key customer, customer satisfaction

TIIVISTELMÄ

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Tutkimus käsittelee mobiiliapplikaatioita kanta-asiakasjärjestelmä, joka on tehty suomalaiselle urheiluliike Top-Sport Oy:lle. Työssä on selvitetty mobiilisovelluksien käyttömahdollisuuksia kanta-asiakasjärjestelmänä. Älypuhelinien käyttö kasvaa ja yritykset hyödyntävät lisääntyvästi sosiaalimedialla ja mobiilisovelluksia. Toimeksiantajalla ei ole ennestään olemassa olevaa asiakasrekisteriä. Tutkimus ei käsittele sovelluksen teknistä toteutusta.

Tutkimus osoittaa minkälainen mobiilisovellus kanta-asiakasjärjestelmän ylläpidossa on toimiva ratkaisu. Asiakkaan kiinnostus ja tarpeet on huomioitu asiakastytyväisyyskyselyssä. Myös jo olemassa olevia mobiiliapplikaatioita, kanta-asiakasapplikaatioita ja niiden ominaisuuksia on tutkimuksessa benchmarkattu. Tutkimus selvittää tämän hetkistä tilannetta ja tulevia trendejä.

Tutkimuksen tietoperustan muodostavat ajankohtaiset uutiset mobiilisovelluksista, mobiilimarkkinoiden kasvusta ja näihin liittyvistä teorioista. Tutkimusmenetelmänä on kvantitatiivinen tutkimus eli määrällinen tutkimus. Kvantitatiivista tutkimusmenetelmää on hyödynnetty asiakastytyväisyyskyselyssä. Asiakaskysely jaettiin Oulun ammattikorkeakoulun Liiketalouden yksikössä intranetin kautta 11.12.–17.2.2013. Kyselyyn vastanneiden lukumäärä oli 238.

Asiakaskysely osoittavaa kiinnostuksen mobiilisovellukseen, mikäli sovellus on helposti ladattavissa, sen sisältö on mielenkiintoinen ja sen voi muokata henkilökohtaiseksi. Tutkimus selvensi mobiilisovelluksen uusia sisällöllisiä käyttömahdollisuuksia. Tutkimus osoittaa jatkotutkimuksen tarpeellisuuden. Laajemmat haastattelut, tekninen tuotekehittäminen ja asiakastytyväisyyden seuranta tuotteen valmistuttua olisivat hyödyllisiä.

Asiasanat: Mobiili, asiakkuudenhallintaohjelmisto (CRM), mobiili asiakkuudenhallintaohjelmisto (mCRM), kanta-asiakkuus, asiakastytyväisyys

1 INTRODUCTION

This thesis is for a company called Top-Sport Oy. Top-Sport is based on Finnish markets and has only stores located in Finland. Top-Sport is middle sized organization. It has over 19 stores around Finland and main office in capital of Finland, Helsinki. The personnel in the main office is at the moment about 20 persons and each have their own areas of expertise. Top-sport is newly owned by family business called Orange Oy. Before Top-Sport was owned by local bankers. Owner change happened in December 2012. New owner had brought new opportunities and many new partners for Top-Sport.

The research topic is a key customer mobile application used by mobile. This application will provide all the needed information for the key customers as an example offers, updates and exclusive theme events. Also the research will focus on which operating system can be implement for the mobile application as the commissioner has requested. Primary focus is on Android, iOS or Windows operating systems.

In this process the application will be the first key customer base that Top-Sport has. It will give a remarkable impact to Top-Sport's customers and also gain more loyal returning customer which would benefit the company a lot. Firstly the target group's interest would be investigated in quantitative method as in making a customer survey. The process is based on requirement analysis without any technical work.

Requirement specification can be defined as a process for specifying the customer needs and listing of the product requirements. The word comes from requirements engineering where this term is used the most. This term is used in development project activities. The requirements vary in each case. (UI-Arif, Khan & Gahyyur 2010, 41.) Identifying the customer needs is a necessary part in developing the product. Taking into a consideration characteristics of the

customer and requirements are the base for successful product development which are seen in the requirement specification. (Ulrich & Eppinger 2008, 54.)

Requirements specification is a wide concept. The goal is to reach the objects that have been set in the right direction. Accepted requirement specification gives an opportunity to design the product. Right method can lower the existing risk when developing something new. (Ulrich & Eppinger 2008, 56.)

The requirements specification list should be built in a way that enables modifications to it as serious consequences may arise due to wrong or too rigid requirements. Requirements specification list should be documented in a way that makes it possible for the stakeholders to analyze it. The list should be in a form that is easy to communicate and implement. (Ul-Arif, Khan & Gahyyur 2010, 42.)

The commissioner has proposed this topic to be analyzed. The topic is very current today and has also been in my interests. The goal of this research would be to increase the visibility of Top-Sport in ever intensifying competition between clothing and sportswear stores. Mobile application would not necessarily demand a major economic investment. Carefully planned and implemented research might bring new and returning customers and add visibility for the business.

The idea is to find and utilize the information available about already existing similar type of mobile applications. The information will be studied before developing mobile application for a sport retailer customer base. The commissioner may benefit from the research when applying the research on deciding whether to have mobile application. Complete thesis will show for the commissioner actual benefit from the application, how and to which direction to develop it further.

The research questions are dealing with topics using mobile applications as a key customer base. My research question was what are the customer needs and requirements concerning mobile application as key customer? How can

these customer needs be met and in which ways has the benchmarking of applications brought new opportunities for the development of the application?

In this study the most relevant terms are mobile customer relationship (mCRM), customer relationship, customer satisfaction, mobile application, key customer law and requirement list for the base on conducting the material needed for customer satisfaction and company's aim would be achieved. Findings are gathered to get clear vision for user friendly mobile application. In the process of finding information there will be material gathered from the quantitative surveys as well as material from relative articles, books and other researches. The survey is conducted as a questionnaire with program Webropol. This survey has been given to the students of Oulu University of Applied Sciences, School of Business and Information Management to be answered. The total amount of answers was 238. In the end of the study there is a section with the answers of the survey.

Theoretical background contains various sources. Books and internet material are used even though the most relevant theory comes from new articles because the topic is a current one. The theory contains information on variable sources connected to mobile research.

Mobile marketing is expected to grow significantly in future. There are several references of the mobile medium which is growing all the time. One of the articles emphasizes the mobile marketing would grow 300% by year 2018. The industry is growing. Mobile phones are with you all the time and can be use almost everywhere. There is no doubt whether the marketing is aiming to the mobile markets. It is said that mobile applications marketing will be the fastest growing area. (VentureBeat 2013, date of retrieval 12.11.2013.)

Smartphones are fast growing industry. It has been forecasted that growth in smartphone industry as well as tablet devices are to grow in the next years even more. By year 2017 forecasted worldwide smart connection devices will grow significantly by 87%. In the table below the smartphone and tablet devices are growing the fastest. Between years 2013-2017 forecasted growth for tablets

78.9 % and smartphones are 71.1 % as the desktop PC is minus 8.4% and portable PC is only 8.7 % (TABLE1). (Forbes 2013, date of retrieval 12.11.2013.)

TABLE 1. Smart connected device market by product category, unit shipments and market share, 2013 and 2017 (shipments in millions) (Forbes 2013, date of retrieval 12.11.2013)

Product Category	2013 Unit Shipments	2013 Market Share	2017 Unit Shipments	2017 Market Share	2013–2017 Growth
Desktop PC	134.4	8.6%	123.11	5%	-8.4%
Portable PC	180.9	11.6%	196.6	8%	8.7%
Tablet	227.3	14.6%	406.8	16.5%	78.9%
Smartphone	1,013.2	65.1%	1,733.9	70.5%	71.1%
Total	1,556	100%	2,460.5	100%	58.1%

Many of the enterprises are making marketing decisions based on mobile device usage. For example use of services of Google is increasing mainly by the users of smartphones and tablets (Koskinen 2014, 18). Also in terms of creating more personal campaigns and being in touch with the customers more efficiently in the rapidly growing smart device growth have shown its potential. (Business insider 2013, date of retrieval 12.11.2013.) The growth in mobile medium enables enterprises to increase customer engagement, to enhance customer satisfaction, generate revenue, have more sales completed in mobile channel and to build customer loyalty.

Today's consumer is used having access to the network every day and everywhere. High percentage of smartphone user are during the morning before getting off the bed. 40% of smartphone owners check their phone before getting

off their bed and 70 % on the morning commute uses data. (ConsumerLab 2012, date of retrieval 20.1.2014.)

2 MOBILE CUSTOMER RELATIONSHIP MANAGEMENT

Customer relationship management (CRM) is a process where the customer is taken into account. It is a tool for companies that enables to attract customers and continue to have loyal customers. (Freeland 2003, 54.) Aim of customer relationship management is to maintain customer relationship value. (2003, 3).

CRM enables to collect information on customer behavior and analyze it in a wider concept. CRM can be defined in different forms such as mobile CRM (mCRM) which is the primary theory of the study. (Dyche, 12-15.) In other words "CRM acts as underlying thought of communication through mobile medium" (Sinisalo 2010, 35). Precisely, "mobile CRM suggests the provision of data to customers, suppliers, and business partners via wireless technologies" (Dyche, 12).

CRM is a way to interact, contact customers through different channels. Mobile CRM is one of the channels. More widely the web, e-mail and other ways of contacting customers have been used as channels. Today the mCRM is a relatively new concept and is still under way. (Freeland 2003, 4.) In mCRM communication plays a big role. The purpose of the mCRM is to communicate via communication through mobile medium communicate with the customers as well as to maintain the relationship between customer and the company. Communication of mCRM conduct also sales, service and marketing. (Sinisalo 2010, 54)

The various technologies allow instant information on various devices anywhere and anytime. This enables CRM to reach specific devices. The more there are new channels the more there will be challenges in the wireless world. Challenges such as geographical and issues concerning security. (Dyche, 91-93.) In the mCRM companies are able to communicate through applications. The application can be used for managing sales, services and messaging which

are wanted to present. Application is a tool for communication with the customers in one way or interactively. (Sinisalo 2010, 80).

Contacting customers gives the company information about the customer. In other words, "companies can communicate in relation to CRM activates." (Sinisalo 2010, 56.) Companies are required to have information on its customers about their order to communicate through mobile medium. The main idea for the company is to persuade customers to take part in the mobile medium as it would be benefit the business. (Sinisalo 2010, 56.)

2.1 Customer satisfaction and expectations

Customer satisfaction is explained as balancing with the customer's needs and company's perception. Customer satisfaction can be explained as filling the customer's needs with the quality output. (Bruhn 2003, 66-67.) Customer satisfaction is also understood as customer's observation of product performance. Great differences between customers own expectations and the perceived performance of a product are important to recognize, ideally to achieve customer to return back and spread positive recommendation. (Woodruff & Gardial 2008, 86-89.) Perceived value can lead to customer satisfaction and can have an influence on customer devotion, loyalty and strengthen the relationship (Gummesson 2008, 261).

Customer satisfaction can be measured in different ways. One of the most used is customer satisfaction survey. Whether this actually benefits the company is still under research and whether the customer satisfaction made by survey is anymore the most effective way. In this type of method it would be advisable to concentrate on the customer more than the organizations perspective. Customer relationship management system could be a way to collect the data in more updated way. (Löytänä & Korteso 2011, 193-200.)

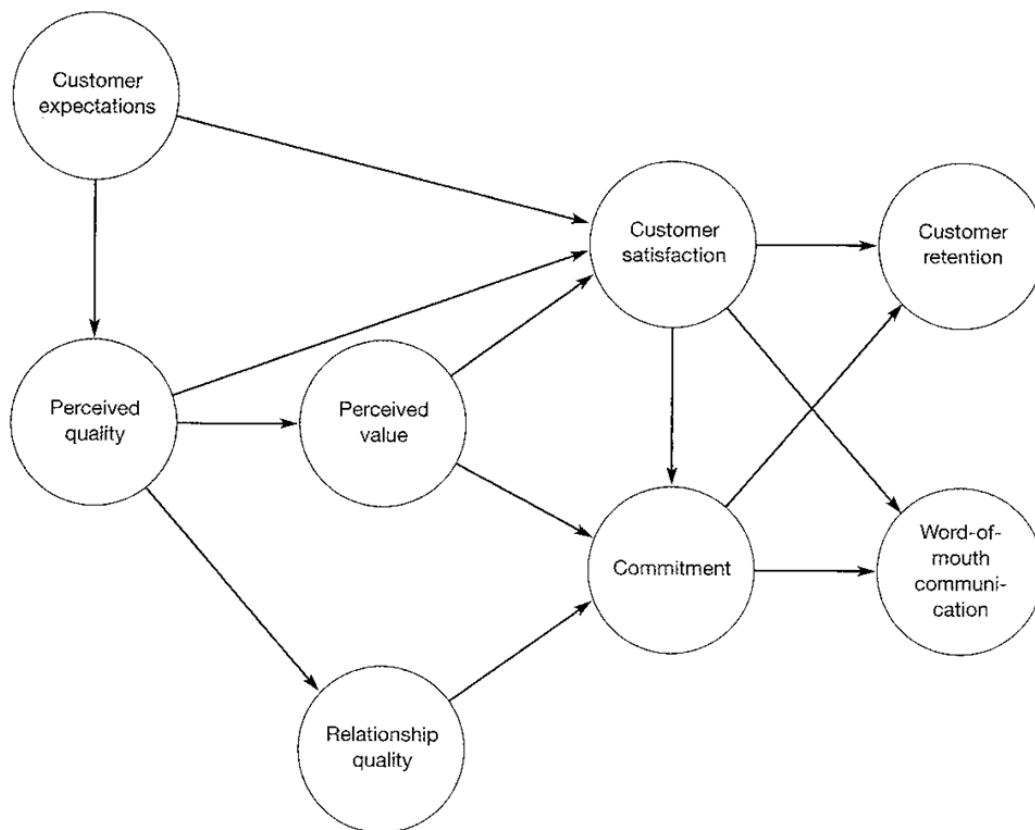


FIGURE 1. Schematic of interrelationship between theoretical constructions relevant for relationship marketing (Bruhn 2003, 57).

The figure above describes the relevant factors and their interactions in relationship marketing (FIGURE 1). The location of customer satisfaction in a theoretical model of relationship marketing is influenced by customer expectations. Results of customer expectations are described by different factors: perceived quality, perceived value, relationship quality, customer satisfaction, commitment, customer retention and word-of-mouth communication.

2.2 Key customer laws and regulations

Key customers are loyal customers of the businesses. A key customer program enables to have more returning customers and create long lasting relationship between the customer and businesses. The key customer program can offer for example coupons and special offers directly offered to key customers within a

program. There are regulations for a key customer program which require a certain amount of information based on decision making. Terms of agreement should be reasonable for the customer and explicit.

The purpose of the key customer program is to collect data of the purchasing power and consumption routine of the consumers. Consumer should accept the use of personal data which would be required for the customer loyalty registration. When a customer has given permission for the usage of personal data it is available for the whole organization or companies belonging to the same key customer program. (Markkinoinnin säännöt ja ohjeet,156.) Loyalty program should always include the consumer's financial security of the necessary information. Loyalty agreement should inform of the requirements for receiving benefits as contingently membership fee, as well as whether to require the consumer's personal data. Customers should be informed how and where the full information loyalty agreement can be found. (Kuluttajavirasto 2011, date of retrieval 24.10.2013.)

Not all customer are key customers. Key customer benefits are not allowed to effect the marketing of goods and services when the marketing is aimed at all consumers. Only in case the marketing is aimed for key customers alone the key customer price can play a dominant role. (Kuluttajavirasto 2011, date of retrieval 24.10.2013.)

If third party involved in the key customer program this should be provided with sufficient and clear information on prices and services. If a key customer program wishes to provide services in additional other fields sufficient and clear information of prices should be provided. (Kuluttajavirasto 2011, date of retrieval 24.10.2013.)

According to an article in Kauppalehti 18.11.2013 EU is changing the data protection law. National data protection regulations will not be valid after the EU's of law. This change concerns the data collected and used from private people. As an example one unanimous law requires businesses to fill in reports for the data protection authorities. "Good customer service requires data

collection. If the usage of digital services goes any harder it will do harm on the whole Europe's competitiveness and gives away the digital markets for Americans and Asias to use freely." Veli-Pekka Ääri marketing director of SOK. It is also said that if the data is not available to use it is impossible to develop the services. (Savaspuro 2014, B16.)

On the other hand more secure data protection will create more trust on digital marketing. "9 out of 10 smartphone users are concerned about mobile apps collecting their data without their consent, and say they want to know when the data in their smartphone is being shared with a third party." (Europa 2013, date of retrieval 12.11.2013.)

2.3 Mobile applications

"The mobile phone is the first digital device most people look at in the morning and the last device before going to sleep at night. It is the only digital device many take to the bathroom, and the only one we carry with us all day." — Tomi T. Ahonen and Alan Moore "Communities Dominate Brands" (Anderson 2010, 2.)

Today our mobile phones have developed significantly as they have been in the early days of the mobile phone development. Today we are able to use many features in the phone such as taking pictures, watching videos and listening to music and this is all on top of sending messages and phoning each other all over the world. In today's phone there are possibilities to use applications designed especially for mobile phones. These applications can be categorized and adjusted according to customer's needs. (Anderson 2010, 2.)

Mobile application is designed as a software which will work in the mobile devices such as smartphone and tablet computer. The applications are made user friendly and easy to access. Different mobile applications can be found for free or be purchased. Applications can be found in application stores. Each phone with the operating system of Android, iPhone or Windows is required to

get the application from each of their own application stores. (Techopedia 2013, date of retrieval 31.10.2013.) The advantages of a mobile applications is that you are able to reach them anywhere and anytime. Mobile applications are flexible, spread information and offer easy access to various services. When the application is user friendly and assessable it can be financially beneficial. (The value of Mobile Applications: A Utility Company Study, date of retrieval 31.10.2013.)

Mobile applications are divided into several categories. The well known mobile application categories are usually from known designers such as Rovio with Angry Birds game (game category). In the Google's Android Play store as well as in App Store of Apple there are around 1 million different applications to choose from. From all the mobile applications categories the most used ones are the news, social media, games, entertainment, fitness/health/food, sport, photo/video, shopping, travel and utilities categories. (Business insider 2013, date of retrieval 13.11.2013.) To mention some examples of the mobile applications in different categories Sport tracker, eBay, Facebook, Instagram and Finnish Ilta-Sanomat (Google play 2014, date of retrieval 14.1.2014).

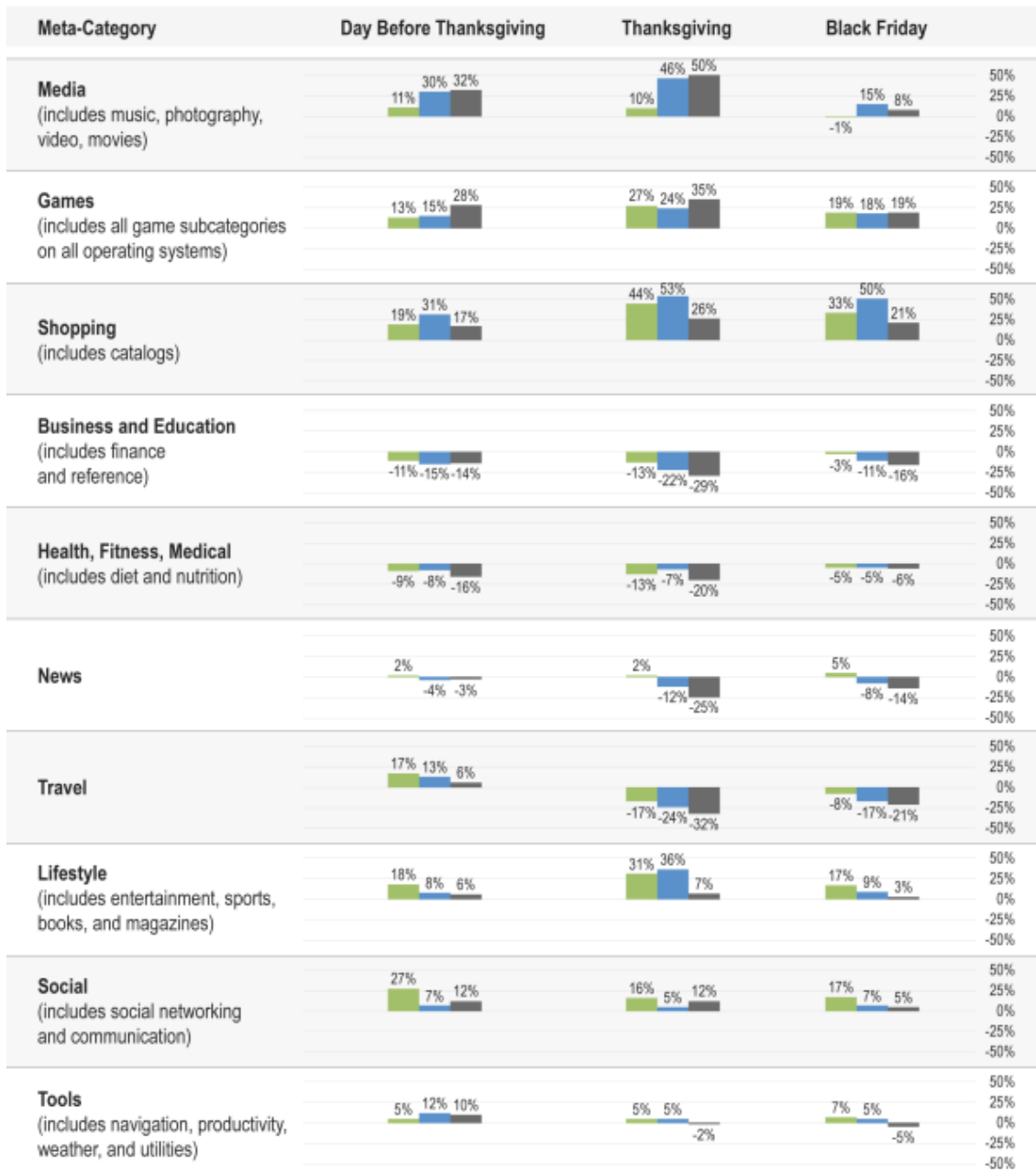
According to a research in United States of America mobile applications are most frequently used the day before Thanksgiving day and in the Thanksgiving weekend. The statistics not only show the United States rates it show overall picture of the most used application categories as seen in the below (FIGURE 2). As mentioned in the figure different categories are media, games, shopping, business and education, health, news, travel, lifestyle, social and tools.

The application categories are similar to the ones used in Finland. The graph shows in percentages the differences in the usage of the categories. This research shows how smartphones have become part of our daily life. The small device can cover many features from the diverse amount of application categories strengthening the growth of smartphone usage. (Flurry 2013, date of retrieval 13.11.2013.)

Apps: The New Thanksgiving Tradition

Change in the volume of U.S. app sessions between the week prior to Thanksgiving and the week of Thanksgiving

2011 2012 2013



Source: Flurry Analytics.

FIGURE 2. Applications used on Thanksgiving in United States (Flurry 2013, date of retrieval 13.11.2013).

Applications which are most usually mimicked and downloaded are such as Instagram and Angry Birds game. An application in order to be successful in addition to its being fluently functioning requires certain amount of uniqueness

and innovativeness and these should be executed in better manner than your competitors do it. New features in applications are vital but more vital is to have unique ideas and execute them in better way than others. Many application developers want to mimic applications which are most downloaded and well known. Applications appearance, how well it works and the easiness of downloading without it taking too much of the capacity of the device are the features of a successful application. Application must not be too bulky and have clear appearance. If the application is familiar of appearance it helps to learn how to use the application. Application must have certain purpose to service to be more inviting to the downloader's. "Some applications by their very nature have numerous features that even the best designer will find hard to adequately incorporate without confusing some its users. Path tags people, places and things in each photo, incorporates moods, adds filters and allows other users to comment and like a user's photos – it needs to highlight these features without taking too much away from the photo-capturing process." (Appmuse 2011, date of retrieval 15.1.2014).

Satisfied customers are the main goal. Taking care of continuous updates and being free of charge an application is more inviting for potential customers. To keep in mind, "In an increasingly competitive marketplace, a smartphone owner can quite as easily delete an app and move to a rival which is more understanding to its users' needs" (The next web 2011, date of retrieval 15.1.2014). Know your target audience for the application to be able to create an application which would be the most suitable for this audience avoiding the failure of not getting enough revenue. Application developer has competition among already existing thousands applications. Also these applications are for creating customer loyalty and brand loyalty. Businesses are aware of growing mobile markets and want to be a part of the developing mobile market channels. (Appmuse 2011, date of retrieval 15.1.2014.)

Future mobile applications are required to have a continuous operating capability and personification. Also according to Connected Lifestyles -report consumers wish the application to have an opportunity to switch off the application and have time management. "Better network connection

everywhere changes people's life style - - " (Talouselämä 2014, date of retrieval 20.1.2014). Also the mobile services are appreciated even more today, many consumers are ready to pay for digital services. Usually when the services are made for existing needs consumers are more willing to pay for the digital services. Consumers who pay for the digital services are more interested in trying new services, according to Olli Sirkka the CEO of Ericson Finland (Talouselämä 2014, date of retrieval 20.1.2014).

Seven different qualities which today's consumer expects from mobile applications are listed above.

1. Continuous readiness of the mobile applications in order to use it instantly not depending on the location
2. Personal mobile application which is tailored to the persons needs.
3. Offline mode to be able to switch off the mobile application also known as offline-mode.
4. Time management to have application which can take care of schedules.
5. Connection to people with technology for example WhatsApp which allows realtime connection.
6. Consumers wish to be in optimal control of their life style connected to the usage of internet services, be aware of the data they have used, money usage and updates Safe way of payment encourages consumers in making more purchases in the internet.
7. Updates and information according to your location. Consumers are interested in new ways to communicate and getting information of the environment and of people around. (Talouselämä 2014, date of retrieval 20.1.2014)

3 BENCHMARKING MOBILE APPLICATIONS

Benchmarking can be defined in various ways. Benchmarking can be described as a process of finding existing concepts and practices (Ulrich & Eppinger 2008, 107 & Kozak 2004, 5). "An understanding of competitive product is critical to successful positioning of a new product and can provide a rich source of ideas for the product and production process design" (Ulrich & Eppinger 2008, 17).

Benchmarking aims to maintain customer satisfaction, ongoing improvement and quality. It is also defined as a process where comparing organizations product and services with other companies in hope to achieve information and improve already existing product or service. Benchmarking is an ongoing process. (Kozak 2004, 5-7.)

This chapter consists of information on five applications which are related to key customer, mobile and mobile customer relationship management. The chosen application providers are chosen because they are excellent examples of comparing the mobile applications for a sport retailer. Some of the well known applications that are related to key customer satisfaction are benchmarked in order to find out which qualities are successful in mobile device application development (Google play 2014, date of retrieval 14.1.2014). In the end of this chapter there is summary about the benchmarked applications. Research has been done using Android Google Play - application store, aiming to find applications which would be directly key customer orientated. Analyses are done by researching the applications qualifications, such as barcode scanner, language options, map, contact information, special offers, key customer registration and points.

3.1 Foursquare

Foursquare is for companies and individual people to interact through application. The company is able to download its profile to the application.

Individual people are able to compete with points that are collected every time they check-in to a specific company. Also, one of the features is to follow your friends where they are, share locations in social media for example Facebook and Twitter. You may share and save the locations you visited. From the application you can find personalized recommendations, offers and much more.

Foursquare gathers people in a clever way. People are able to compete with each other on their points that have been collected from the check-in. Who has the most points from the check-in can have various offers. In the application you can see opening hours of the particular company, check offers and other details. Foursquare has already 40 million users in the application. The application is free and can be used in iPhone, Android and Windows. With this application companies can learn on their customers and customize the rewards. (Foursquare 2014, date of retrieval 14.1.2014.)

3.2 Cardu

Cardu is a ready application solution for companies and individuals for downloading key customer cards in the application. Cardu can be downloaded from specific applications stores such as App Store, Google Play, Windows Marketplace and Nokia Store. The application enables customers to have less concrete cards with them. Examples loyalty card companies which use Cardu are Finnish K-Plussa, Oulun Energia, Fintoto and Vattenfall. All of the mentioned companies have key customer cards. Application offers companies opening hours, location and contact information. (Cardu 2014, date of retrieval 14.1.2014.)

3.3 Ravintola.fi

Ravintola.fi is an application for usage of Finnish restaurants and their customers. Ravintola.fi has offers, informs on various events and Ravintola.fi product offers. In the application you may join the key customer program and get directly to your phone discounts and other offers. Information such as

location, opening hours and contact information can be found in the application. Ravintola.fi has wide range of restaurants in their application and as well as in their website. Wide range of restaurants listed makes it more attractive to the potential customers to download the application or order concrete key customer card. Application is user friendly having the option to make directly table reservations. Ravintola.fi has mobile card in the application which can be used if you are a key customer. (Ravintola.fi 2014, date of retrieval 14.1.2014.)

3.4 eBay

eBay has designed an application for online shopping for mobile users in addition to the website. Multiple features to browse, sell, buy and manage on mobile eBay application. The application offers barcode usage also which requires you to allow camera access. Language options such as English, French, Italian German, Spanish, Portuguese and Russian are available to choose from. New feature is based on searches done in your area. eBay is an easy application to use everywhere. (Google play 2014, date of retrieval 14.1.2014.)

3.5 Amazon

As well Amazon has its own mobile application in addition to its website. Amazon mobile application can be used in various smart devices. Smart devices which allow Amazon application are iPhone and iPod Touch, iPad, Android smart devices, Windows Phone and Windows 8. The application is mainly for making purchases. There is possibility to compare prices, search, find deals and read reviews. Also Amazon has barcode scanner for customers to have more information on prices. Different payment methods are available in Amazon mobile application for example shop with points. Registration to the Amazon application is possible. This allows key customers to receive updates on their orders and offers. Location feature had been added for Japan and France where it is required. (Amazon 2014, date of retrieval 14.1.2014.)

3.6 Summary of the mobile application features

The table below presents the gathered features of the five analyzed applications. Applications have been selected to find effective and successful applications which have qualities that are seen useful and related to key customers. Three sections in the table below shows name of the application, common features and description of the common features (TABLE 2).

In the research process has been found other well known companies such as Nordea, R-Kioski, Veikkaus and Clas Ohlson. Many of the applications did not require customers to register as a key customer. Inconsistently, R-Kioski has its own key customer base.

Even though, many of the applications have ability to register, only one of the applications Ravintola.fi offers possibility of registering as a key customer in the application. Mutual features of the applications are analyzed in the table above (TABLE 2). In feature category only eBay had the option to select language from seven different language options as the other four did not have this option. Collecting points and getting rewards when checking in Foursquare application is a unique feature. This will encourage customers to regularly visit companies. Three of the applications Cardu, Ravintola.fi, Foursquare had special offers to registered customers. In addition to the analyzed applications McDonald's has also developed application in Finland for the Christmas season. The application can be found from the most downloaded free application list in Android application store. The application can be downloaded by registering. The application requires a phone number and a name. (Google play 2013, date of retrieval 15.12.2013.)

TABLE 2. Competitive analysis of various applications and their features

FEATURES	NAME OF THE APPLICATION	DESCRIPTION
QR-code/ Barcode	Amazon, eBay, Cardu	QR-code and barcode scanners available in the application
Languages	eBay	Ability to change language
Check-in	Foursquare	Ability to check-in on various companies
Points	Foursquare	Collected points from the check-in
Special offers	Foursquare, Cardu, Ravintola.fi	Aim to invite more customers by offering special offers and more returning customers
Opening hours	Foursquare, Cardu, Ravintola.fi	Has opening hours in the application
Map	Foursquare, Cardu, Ravintola.fi	Shows the location and can have directions for finding the location
Contact information	Foursquare, Cardu, Ravintola.fi, Amazon, eBay	For example phone number address for customers
Key customer registration	Ravintola.fi, Amazon, eBay, Cardu, Foursquare	Possibility to register as a loyal customer or collects information by demanding registration

In the table above are the most relevant features of an application for key customer or registered customers are the easy accessibility, to find the opening hours, map of location and contact information. These should be found in an application in order to satisfy customer needs. In the research the leading key customer application providers were from the United States of America.

4 SURVEY

This study consists a survey. The survey is based on the research questions to find out customer expectations and satisfaction concerning mobile applications. The survey can be found in the end of the study. (APPENDIX 1, APPENDIX 2.)

4.1 Planning and implementation

The survey was conducted using an internet questionnaire. The respondents were students Oulu University of Applied Sciences, School of Business and Information Management. The survey was done using quantitative research method. The research is made by using Webropol program and data-collecting in Oulu University of Applied Sciences student intranet Oiva. Survey was available in English and Finnish for seven days 11.12. - 17.12.2013. In order to get a high response rate students were encouraged to respond to the questionnaire during lessons also. All together respondent rate was 238. The questionnaire included several types of questions and the commissioner had an influence on the questions asked. Questionnaire included questions concerning usage of mobile application categories, operating systems, age, gender, citizenship and other suggestions or comments concerning the mobile application. Survey results are discussed in 4.2 the results chapter. In usual case surveys are based on a research question as in my survey (Balnaves & Caputi 2001, 77).

4.2 Quantitative research method

Quantitative study contains quantitative data also referred to as numerical data. "Quantitative research generally reduces measurement to numbers" (Johnson & Christensen 2008, 37.) Quantitative analysis is based on statistical analysis and numeric variables (Jyväskylän yliopisto 2012, date of retrieval 3.1.2014). In many cases, quantitative research is used in social sciences such as economics and psychology (Wikipedia 2013, date of retrieval 5.1.2014).

Quantitative research can be carried out as a questionnaire (Johnson & Christensen 2008, 36). Questionnaires are one of the usually used forms when making a survey (Balnaves & Caputi 2001, 76). Quantitative research can be done as an interview as well. The interviews are taken as random samples. In quantitative research the truthfulness of the material has an important role. The research objects are considered as neutral (Tilastokeskus, date of retrieval 3.1.2014; Johnson & Christensen 2008, 36.) Common principles in quantitative research can be defined as measurement, causality and generalization. Measurement is defined as measuring in scale from 1 to 10 on opinions. Causality has been studied by quantitative researches. Generalization can be defined as generalizing matters to others more than finding the truth. (Harding 2013, 9.)

In quantitative questionnaires there are mostly close-ended questions (Johnson & Christensen 2008, 177). Usually questionnaires with close-ended questions contains fixed choices (Balnaves & Caputi 2001, 78). Questionnaires are fore collecting data from different audiences. This survey aimed to assist in planning a suitable mobile application. Surveys are conventionally collected because of three reasons

1. Planning a policy or program.
2. Evaluating the effectiveness of a program to change people's knowledge, attitudes, health or welfare.
3. Assisting research and planning generally. (Balnaves & Caputi 2001, 76.)

Questionnaires are made to contain information on feelings, attitudes, beliefs and values. With questionnaires researcher can measure different variables. (Johnson & Christensen 2008, 170.)

4.3 Results of the survey

Questionnaire results are described more precisely in the following chapters. Results are divided in four different subtitles. The four subtitles are background variables, use of mobile application, smartphone users and sport retailer application.

4.3.1 Background variables

From the total of 238 respondents which are students of OUAS, School of Business and Information Management about 68% are female and 32% are male. Of all the respondents 163 were female and 75 were male. Nationality was asked in order to find out if there were variations in answers depending on citizenship. Surprisingly, the amount of respondents with other citizenship was relatively low. Most of the respondents by 89% were Finnish and only 11% from elsewhere.

Almost 50% of the respondents were between ages 18-22. Between ages 23-27 were about 25%, 28-32 years were about 9% and 33-37 around 7%. Over age of 38 were around 10% of the respondents.

4.3.2 Use of mobile application

The figure below (FIGURE 3) shows social media application being the most used by almost 79%. The second used application category is banking. Music applications came the third highest. Games (37%) and entertainment (31%) were both approximately equally popular. The usage of reading applications as well as shopping applications were almost at equal level by the respondents. Also respondents had the opportunity to answer none. "None" option was 8%. Other, what option was an open question. Most of the open option replies were Whatsapp, newspapers, weather applications and Sport Tracker.

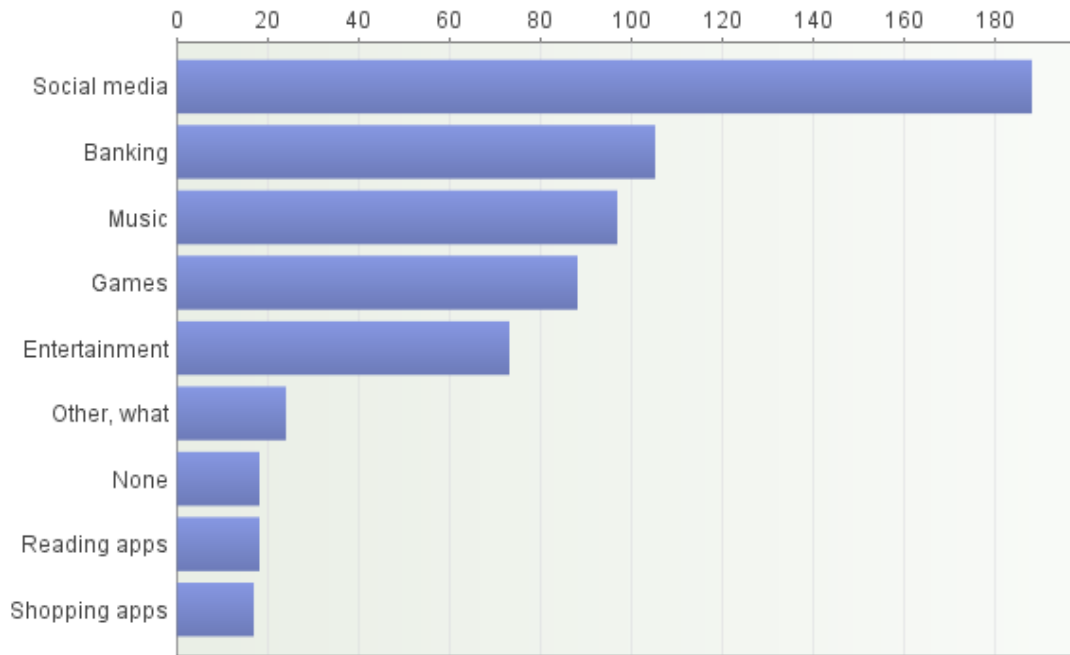


FIGURE 3. Use of different mobile application categories. (n=238)

Using web shop is a quite regular habit among the respondents. Percentage of respondents who used it often was 37%. Percentage of those who used it sometimes 43%. Number of seldom and never answers was by percentage quite low. As seldom was 15 % and as never only 5 % (FIGURE 4).

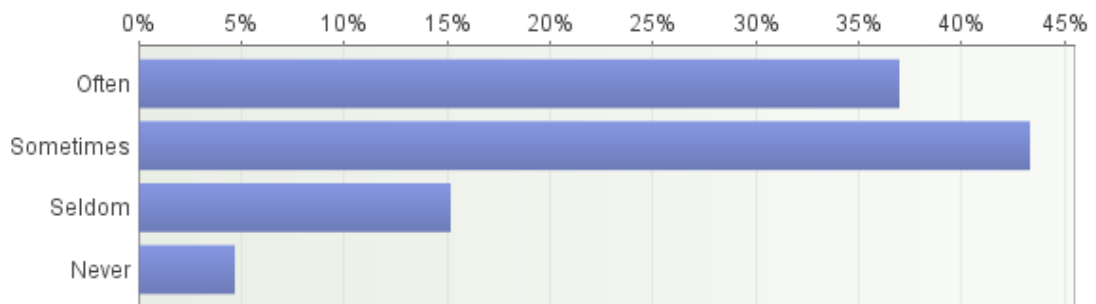


FIGURE 4. Visiting web shops. (n=238)

4.3.3 Smartphone users

Of all the respondents 45 % had an Android operating system in their smartphone. Windows and iOS operating systems were both almost as common. Windows by 21% and iOS by 20%. Of the respondents 10 % did not have smartphone at all. Only 4 % had different operating system than Android, Windows or iOS. Few of the respondents with different operating systems were three symbian and one of each sailfish OS, MeeGo, Linux, Series 40 and Firefox OS.

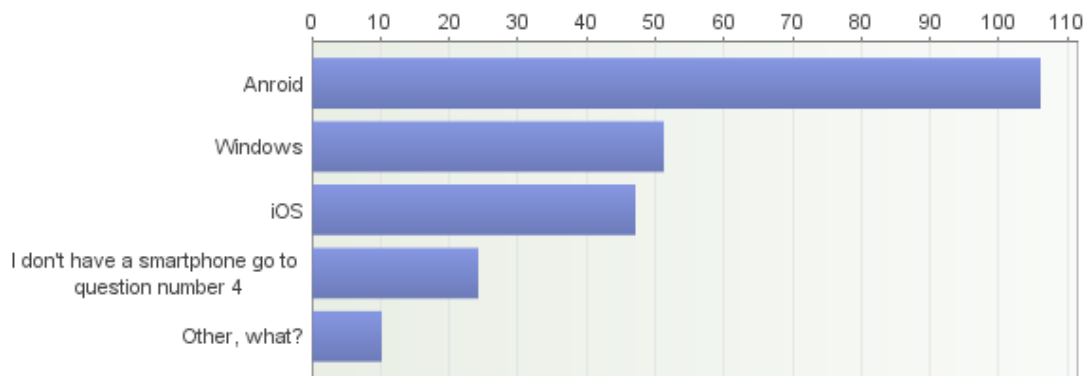


FIGURE 5. Operating systems in mobile phones. (n=238)

If the respondents did not have a smartphone they would answer the question shown in the figure below (FIGURE 6). Of the respondents who did not have a smartphone seven would not purchase smartphone within 6 months and seven would purchase smartphone. Of the 24 respondents 10 did not know whether they would purchase smartphone within 6 months.

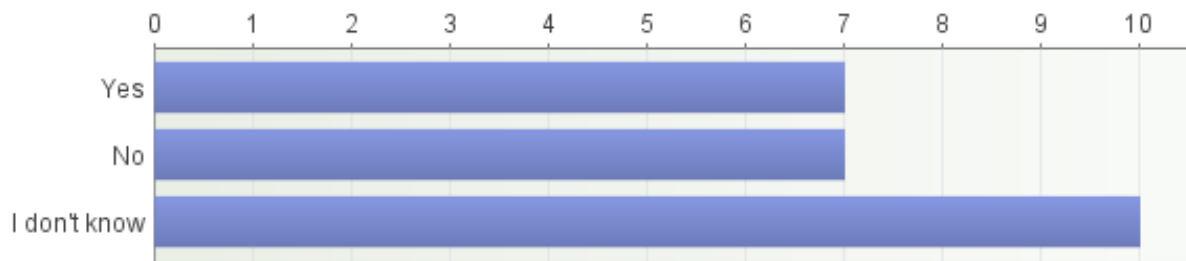


FIGURE 6. Purchase of smartphone within 6 months. (n=24)

4.3.4 Sport retailer application

The table below (TABLE 3) shows that 45% consider discount very important. Only 6 % would say it is not important. By 40% "easy access" to the webstore is very important and only 8 % of the respondents would consider it as not important. In the "rather important" paragraph only 3 qualifications are under 30 %. These are "opportunity to change language" by 19%, "interaction with the store" by 29% and "open section" by 14 %.

TABLE 3. Ideal qualifications for sports retailer store application. (n=238)

	Very important	Rather important	To some degree important	Not important
Information - updates	14%	32%	34%	21%
Discount for registered clients	45%	37%	12%	6%
Easy access to webstore	40%	35%	16%	8%
Related services for example training program, running school, maintenance for the sport equipment	18%	39%	26%	16%
Events	8%	33%	36%	23%
Opportunity to change the language (e.g. English)	18%	19%	31%	32%
Browsing products	27%	38%	26%	9%
Payment options	24%	36%	24%	16%
Interaction with the store	11%	29%	39%	21%
Other, what?	16%	14%	6%	64%

Respondents gave several suggestions of qualifications in the open option other, what. Most mentioned from all sections were usability and simplicity of the application and good benefits. In the section other, what was considered as very important by 16 % and several times were mentioned special discounts and clear graphic in the application as important. Under the section “rather important” by 14 % were regular updates as well the appearance of the application. “To some degree important” and “not important” did not get many appropriate answers. To mention some of the responds were product testing and location finder.

The figure below (FIGURE 7) illustrates the respondents first reaction to the application of a sport retailer. Only 6% of all the respondents were very interested on the mobile application for a sport retailer. Rather interested were 25 % as well as 24 % did replay as not interested. To some degree interested were 42 %. Only 3 % did not know. The respondents were not significantly interested in the application.

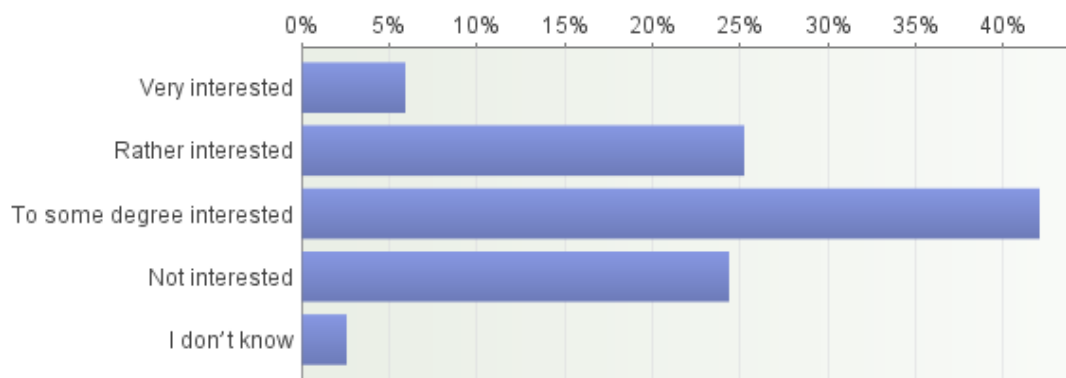


FIGURE 7. First reaction to the application of a sport retailer. (n=238)

Questionnaire conducted an open question in the end of the questionnaire. Respondents had a chance to respond in the other comments for example negative experiences using the applications or to add something. Only 44 of 238 respondents did have other comments. "Innovative and truly different, taking apart into different sports, beneficial and fun useful application I would download but not poorly working one" was one of the replies. This comment

summarizes well the open questions. Other comments can be found from the end of this study. (APPENDIX 3.)

5 CONCLUSIONS

In this study the commissioner Top-Sport Oy has suggested this topic to study in order to find out more about contacting the potential customers by a mobile application for key customers. The research studied in this thesis did gathered answers on three different research questions.

1. What are the customer needs and requirements concerning mobile application as key customer?
2. How can these customer needs be met?
3. In which ways has the benchmarking of applications brought new opportunities for the development of the application?

Most of the data was collected from various sources to support the topic studied including a questionnaire. The questionnaire was given to students of Oulu University of Applied Sciences, School of Business and Information Management. Most of the study relies on the data collected from the questionnaire because other data of similar topic has not been studied.

Nowadays mobile commerce is highly a part of everyday life. According to this study smart connected devices especially tablets and smartphones are growing their market share. In this survey only 24 out of 238 respondents did not have smartphone. Every business has the dream of contacting more customers in a new and innovative way. It can be concluded the vital importance of finding out more specifically what are the customer requirements and customers' needs for a key customer application before developing one. Requirements specification is a process where the customer needs can be outlined as well as the product requirements (Ul-Arif, Khan & Gahyyur 2010, 41).

Gathered research results prove well how companies have realized the demand on mobile commerce and the need to take advantage of the mobile applications and having more visibility by their innovative mobile application campaigns.

Even though many well known companies had mobile applications to support the company's marketing many of the companies did not have the application to gather key customers information. Many of the benchmarked mobile applications were more or less either an advertising channel, web shop in an application or channel to find out more of the brand. Some of the mobile applications were interactive with bonus cards, so there would not be need to carry a tangible cards. Rather few companies had an actual key customer application. To mention a few there were R-Kioski and the benchmarked Ravintola.fi. Also worldwide known company McDonald's was advertising in the television application for Christmas advent calendar which required downloading personal data.

Survey results gives a clear picture of the potential customers of Top-Sport what seems to be customer needs concerning a key customer mobile application. Mobile application as a key customer base is not well known in Finland. This should be considered when analyzing the answers of the survey as the respondents probably are not well acquainted with mobile applications as key customer base. As mentioned in the previous paragraph not many companies have an actual key customer base as a mobile application. The results are from the point of view of how the potential new customers would feel if they had this mobile application which would be directed to key customers. Rather few respondents could say if there is actual need for a mobile application as a key customer.

Would there be need for a mobile application for key customers? From the results of the survey can be concluded which mobile categories are the most popular ones. Of all the categories almost 80 % would primarily use the social media. Whether the key customer application would fit into some of the categories there is no actual proof nor if it would be successful. On the other hand as mentioned mobile application made for McDonald's in Finland got people's attention fast. There are several alternatives why it has been so successful. McDonald's is a global and a well known brand, it has effective marketing, it also offers gadgets in return of people giving personal data to the

company. The number of the respondents 42% out of 238 in the end of questionnaire answered they were to some degree interested.

Survey showed which operating system was used by the respondents. Over 40% had Android operating system. Windows and iOS operating systems shared the second place, each by 20%. If the application is developed the amount of operating systems is important information in order to develop the mobile application to be useful to the customer. According to the study Android operating system is one of the leading operating systems not forgetting iOS and Windows being common also. As an example the number of Android users of Google has a 52 % market share (Koskinen 2014, 18). The results can change if major developments take place in the future concerning operating systems but the most used mobile application providers are in Google play store for Android and App Store for iOS.

As the theory and articles related to mobile applications have shown smart devices such as smartphones and tablets are a growing industry. This is the growing trend and requirements for functional mobile application should be according to customers' expectations. The data base of this study relies on recent articles written on mobile market. Articles written particularly on key customer expectations on mobile market were not found.

Over all, potential customers of Finnish and other citizenship both prefer clearly a structured application which is easy to download. Mobile application which would be directed for the key customer should also have some gadgets as McDonald's offered to the downloader's. Gathered information of the study shows the need a mobile application to be clear and functional. It should have the features that are considered as important by the user: easy to use, maps, location and contact hours. Mobile application might be easy to develop but the need of customer understanding is highly important in the marketing of it because it is easy to effortlessly remove all unused programs from a smartphone. The key customer program is for having more returning customers and creating relationship between the company and the clientele.

“The problem of pile of key customer cards in the wallet disappears with the usage of smartphones” (Klementtilä 2014, K13). Local newspaper Kaleva announces updated news on key customer cards. Businesses are increasingly using mobile applications as a way to communicate with their customers. Mobile applications will help on transferring cards from the wallet into the smartphone. On the other hand there will not be only one application for the cards but several different mobile applications to download. More vital is to create a solution for customers in order to have a more explicit solution for the problem. (Klementtilä 2014, K13.)

6 DISCUSSION

This research study is conducted to find out the importance of mobile applications as key customer data base. In the process of finding out results for mobile market and customer expectations and satisfactions helped in creating the survey which did find out about the potential customer group satisfaction towards mobile applications.

The commissioner had the chance to influence the research process. Continuous processing of the study helped in finding out the best optimal solutions for a mobile application as a key customer base. On the other hand more of commitment from the commissioner would have helped in creating a more precise survey for the need of the commissioner. To make full avail of this research and survey it would have helped to have an existing customer base for comparison.

This study and the survey conducted are quantitative. The quantitative method was chosen to have more numerical data on the potential customer group. The study could not reach many foreigners and most of the respondents were Finnish. Despite the respondents being most of them Finnish the survey found out the interest in the mobile application among students of OUAS, School of Business and Information Management representing a potential young customer group. Survey had lottery among all the respondents. Respondents had a chance to win one of the three gift cards for a sport store. The lottery was conducted in an anonymous internet site for making own lotteries. Gift cards were sent for the winners before Christmas. The survey showed good examples of potential customer preferences in order to develop a well functioning mobile application as potential key customer base. For the mobile application to be successful it requires further development, continuous updating, commitment, customer relationship management and marketing through the right channels.

The clientele should be given more precise information on the mobile application as a key customer base. Further study is needed for the development of the product. After the product has been taken into use customer satisfaction should be continuously followed. More information of the target group should be gathered and analyzed. Brainstorming with a few potential customers could offer more preferences and suggestions in which direction to develop the mobile application. Also my study explains the meaning of requirement specification which is a commonly known concept in engineering and technical sciences. A student of Information and Management could contribute to this study and to my requirement analysis to develop the application further. Further benchmarking of mobile applications as key customer base would have been useful. Because all of the benchmarked mobile applications were more or less only either an advertising channel, a web shop or for finding more information on the products, I saw the importance of the need of interaction with the customers already during the process of developing the application itself and the need to monitor their needs continuously.

This writing process has given deeper understanding of the utilizing possibilities of mobile applications. My own interest and passion for new techniques and mobile medium have been my motivator for writing and searching more information on this rapidly growing mobile market. Mobile application as key customer base could be studied and searched even deeper because more knowledge on the subject is published continuously.

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APPENDICES

APPENDIX 1

Dear all, I am a student from DIB9SN and carrying out a research for well known Finnish sport store. Questionnaire concerns a mobile application as a loyal customer base. It will only take a few minutes to answer the following questions. By answering the questionnaire you have a great chance to win one of the 3 gift cards each worth of 30 € to a sport store!

1. Which mobile applications do you use regularly? Choose from the categories. *

- Reading apps
- Social media
- Shopping apps
- Banking
- Games
- Music
- Entertainment
- None
- Other, what

2. Do you use web shops in general? *

- Often
- Sometimes
- Seldom
- Never

3. Which operating system do you have on your smartphone? *

- Anroid
- Windows
- iOS
- Other, what?
- I don't have a smartphone go to question number 4

If you have an operating system on your phone go to question number 5!

4. Are you going to purchase smartphone (within 6 months)?

- Yes
- No
- I don't know

5. What could be the ideal qualifications for sports retailer store application? *

	Very important	Rather important	To some degree important	Not important
Information - updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount for registered clients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy access to webstore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Related services for example training program, running school, maintenance for the sport equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunity to change the language (e.g. English)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browsing products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Payment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interaction to the store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, what? <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How would you describe your first reaction to the application for sport retailer app? *

- Very interested
- Rather interested
- To some degree interested
- Not interested
- I don't know

7. Age *

- 18-22
- 23-27
- 28-32
- 33-37
- 38+

8. Gender *

- Female
- Male

9. Are you Finnish citizen? *

- Yes
- No

10. Other comments (e.g. negative experiences using applications, something to add to the application)

11. If you want to participate on the lottery place fill in your information in case you win!

Fistname

Lastname

E-mail address

Show

APPENDIX 2

Hei, olen DIB9SN opiskelija ja teen tutkimusta tunnetulle suomalaiselle urheiluliikkeelle. Kysely koskee kanta-asiakaspohjaista mobiiliapplikaatiota. Kyselyyn vastaaminen kestää vain muutaman minuutin. Kyselyyn vastanneiden kesken arvotaan 3 kpl 30 € arvoisia lahjakortteja suomalaiseen urheiluliikkeeseen!

1. Mitä mobiilisovellusta käytät säännöllisesti? Valitse kategorioista sopivat. *

- E-kirja applikaatio
- Sosiaalinen media
- Ostos applikaatio
- Pankki
- Peli
- Musiikki
- Viihde
- En mitään
- Muu, mikä?

2. Oletko käyttänyt verkkokauppaa? *

- Usein
- Joskus
- Harvoin
- En koskaan

3. Mikä käyttöjärjestelmä on älypuhelimessasi? *

- Anroid
- Windows
- iOS
- Muu, mikä?
- Minulla ei ole älypuhelinia siirry kysymykseen 4

Mikäli sinulla on jokin käyttöjärjestelmä puhelimessasi mene suoraan kysymykseen 5!

4. Onko sinulla aikomusta hankkia älypuhelinia seuraavaan (6 kuukauteen)?

- Kyllä
- Ei
- En tiedä

5. Mitkä seuraavista vaihtoehdoista saisi sinut lataamaan urheiluliikkeen applikaation? *

	Erittäin tärkeä	Melko tärkeä	Vähän tärkeä	Ei ollenkaan tärkeä
Tiedotus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alennus rekisteröityneelle asiakkaalle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nettikaupan käytön helpous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oheispalvelut esimerkiksi juoksukoulu, treeni ohjelma, huolto urheiluvälineille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtumat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mahdollisuus vaihtaa oletuskieli (esim. englanti)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tutustuminen tuotevalikoimaan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maksuvaihtoehdot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yhteydenotto liikkeisiin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu, mikä? <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Miten kuvailisit ensimmäisenä mieleen tulleen ajatuksen kanta-asiakas applikaatiosta urheiluliikkeelle? *

- Erittäin kiinnostunut
- Melko kiinnostunut
- Vähän kiinnostunut
- En olisi kiinnostunut
- En tiedä

7. Ikä *

- 18-22
- 23-27
- 28-32
- 33-37
- 38+

8. Sukupuoli *

- Nainen
- Mies

9. Oletko Suomen kansalainen? *

- Kyllä
- Ei

10. Muita kommentteja (esim. kielteisiä kokemuksia applikaatioiden käytöstä, lisäys ehdotuksia)

11. Jätä yhteystietosi, jos haluat osallistua arvontaan.

Etunimi


Sukunimi

Sähköposti

Lähetä

APPENDIX 3

- Ostan aika vähän muutenkin netin kautta. Urheilutavaroita varsinkin haluaa testata liikkeessä.
- Kyselyssä paljon yhdyssanavirheitä.
- En ikinä enää halua älypuhelinta enkä suosittelisi kenellekkään :D
- Jotkut appsit pätkee ja hidastelee kun on niin raskaita niin semmosia ei jaksa käyttää.
- .
- Siinähan se menee missä muutkin :)
- Hyvä idea!

- Kun verkkosivut ja verkkokauppa on moderni ja SULAVASTI TOIMIVA, ei erilliseen mobiilisovellukseen kannata panostaa.
- no comments
- Kielteiset kokemukset on turhan tiedon kerääminen, applikaatioon tulisi ottaa vain ja ainoastaan kaupantekoon tarvittavat tiedot, myös pelkkä havainnointiapplikaatio (ei henk.koht tietojen jättämistä) voisi olla hyvä idea(?) Tärkeintä applikaation luomisessa on kuitenkin muistaa asiakasnäkökulma varsinkin sisällössä. Tarjoan mielelläni apua kehitysvaiheessa tähän mikäli tarvetta ilmenee :P
- Application always problematically shut down while using it.
- tärkeintä on, että applikaatio toimii eri käyttöjärjestelmissä, myös mahdollisuus käyttää tabletin kautta voisi olla kiinnostava.
- no
- Nooone
- English option is very important for exchange students
- Social media options to win products for example
- Make the application easy to use and so that it wont take much to install etc
- Options for change should always be first accessed by registered client, to be able to make the right decision that would favour your potential client
- Sometimes there are mistakes with these kind of apps
- Sticky user interface, slowness
- Hey, it would be nice to have the mobile application in different languages, it would be very interesting to be enjoyable by diversified people who have different cultures and background. Remember the issue of patenting the mobile application :)
- Its a nice thematical ares.
- Kippis :)
- My smartphone is not the newest and most effective, so I rarely use any webshop apps since I don't trust my phone capacity enough to manage any online money transfers. However, in case I had a better phone I would probably enjoy shopping by it. Then again, sports equipment is something I'd rather try on at the physical store.
- no
- joskus ne jumittaa ja hidastelee
- There are quite a few apps(not in the sports retailer segment tho) already, how would you market yours?
- some IOS and andriod apps should have supported to work in the earlier versions as well. There are so many users who wants to stick to the for example earlier IOS versions like 6 rather than upgrading to the 7. So if there would be apps which works in the later version too then that would be great boon to the users who are using the old versions.
- the app must be very straight forward and easy to use. Many people may just find it quicker and more beneficial to shop at the website rather than on a smaller device.
- I'm not interested in the idea of the application since I don't do any sports, but I feel like sports are very popular nowadays so it sounds like a really good idea.
- Some application have a tendency to log very often. In my opinion, such application has to be ease to maintain, to use....not anything very difficult...it has to be usageable for the large masses of people
- Kannattaisi käyttää suomenkieltä, ei alan slangia.
- Itse olen todella huono käyttämään mitään aplikaatioita. Selkeä ja helppo/yksinkertainen, eikä kuormittaisi liikaa puhelinta ja kaadu vähän väliä vaikka oiski ladannu uusimman version.
- latautumisaika, taustan ja tekstin väri, nettikaupan ominaisuudet (tuotekuvaukset, valokuvat, arvostelut, suosituimmat, ostoskorin tallennusmahdollisuus, maksuvaihtoehdot) harrastukseen liittyvät tuotteet ja harrastuksen kautta tarjolla olevat lisäominaisuudet, mahdollisuus etsiä tuotteita ja niihin liittyviä toimintoja harrastuksen perusteella (esim. jos harrastat hiihtoa et välttämättä ole kiinnostunut pyöräilystä), mahdollisuus valita myös useampia kiinnostuskohteita->kohdennettua mainontaa/tarjouksia/tietoja 

- Ei kommentteja
- Innovatiivisen, aidosti erilaisen, liikuntaan osallistavan, hauskan ja hyödyllisen aplikaation haluaisin, mutta en kehnosti toteutettua suureen aplikaatiomereen hukkuvaa turhaketta.
- Jotkut mainokset applikaatioissa häiritsevät käyttöä ja saattavat ohjata vahingoissa väärille sivuille ja appsin käyttö keskeytyy tämän vuoksi.
- Lataisin aplikaation jos siitä olisi useampaa merkittävämpää hyötyä kuten hyvät alennukset tai urheiluun liittyvät oheistapahtumat.
Pelkän tiedotuksen tai mainosten takia en sitä tekisi.