

DEMO VERSION SURVEY

We are conducting this survey to help integrated lab solutions determine if there is a market for their product. ilsi is a small, start-up, Macintosh software company located in Huntsville, Alabama. If you demo this version of X-rules, please take a few moments to fill out this survey after you have experimented as much as possible with the product.

Please email your response to Amy Shelton at ashelton@cshu.encore.com. I am a senior business student (part-time) who has been assigned to work with this company and help them develop a marketing plan. The owners of this company are all software guys who would like to develop this and many other products, but they have no idea how to market. I am supposed to conduct some market research. I am in no other way affiliated with this company. If you are interested in this product and wish to purchase a full-blown version, you will have to contact ilsi directly. I am not allowed to act as an agent for them in any way.

Thank you for taking the time to answer the following questions as honestly and with as many details as you can.

1. Do you develop expert systems?
2. What type of application (in general terms) have you developed or do you plan on developing?
3. How large is the application (how many rules)?
4. What tools do you currently use to develop expert systems (or what tools have you used in the past)?
5. Is X-rules an improvement over these tools?
6. In what ways?
7. On a scale of 1 to 5, how would you compare X-rules with your previous tools on the following criteria? (1 is strongly agree, 5 is strongly disagree)
 - a. Simpler
 - b. Easier to use
 - c. More Macintosh-like interface
 - d. More intuitive
 - e. Faster
 - f. Better features

- g. Better documentation
- 9. What do you consider to be a competitive price for the X-rules package?
- 10. Is having a compiled rule base important to you?
- 11. What additional capabilities would you like to see in X-rules?
On a scale of 1 to 5, how important is each capability (1 is very important, 5 not important)
- 12. Did you find any problems with the demo version of X-rules?
- 13. If you are employed, what is your job title?
If you are a student, what year are you?
- 14. Do you make purchasing decisions?
For business or personal use?
- 15. What aspects do you consider when deciding whether to purchase or recommend a piece of software (capabilities, features, price, etc.)?
- 16. On a scale of 1 to 5, how important is each aspect?
- 17. How do you usually learn about technical software?
- 18. Would you recommend this product to others?
- 19. Do you know any software developers who specialize in expert system software?
- 20. How large do you estimate the Macintosh market for expert system development tools to be, in both dollar amounts and number of copies required?
- 21. If you are employed, please answer the following questions:
 - a. How many employees does your company have?
 - b. How many employees would use this type of product?
 - c. What is the approximate annual revenue of your firm?
 - d. How much money does your company spend annually on software purchases?

- e. Are users allowed to recommend certain products?
- f. How successful are the end users in getting purchasing to obtain the software they requested?