

# Software Quality Management, Worksheet 2

## Smartphones AG

### Customer statements from a marketing study

“I want to be able to quickly change from one app to another.”

“I like phones that have a shape that feels good in my hand.”

“I want to watch movies on it in the metro.”

“I hate it when I have to recharge it every day.”

“It has to sync all my contacts and calendar entries from my Outlook.”

“I want to use it with the mobile network provider of my choice.”

“It has to support my expensive Bluetooth headset that I’ve already bought.”

“I would love to use IP telephony on it.”

“Browsing the web must be quick and easy. I won’t use it if a normal page takes ages to load.”

“I want to access my e-mail on it.”

“It would be great if it could replace the navigation system in my car.”

“I will have sensitive data from my company on it. It has to protect this data.”