

Event study-Anime Festival Asia

Using Smartphone/Tablet Questionnaire App (SODA)
—Indonesia (Jakarta) —



SurveyMY

What is "MobileMY"?



It is our mobile survey system which allows answering offline using a smartphone/tablet App. It enables, for instance, a survey to evaluate booths/exhibits with photograghs taken then and there at an event venue.

Compared with conventional paper-based surveys:

- it provides much clearer points of interests of respondents for you to analyze their answers containing photos and movies on the spot taken simultaneously with the study.
- Respondents can save their response data offline, and you will be able to output total results of a survey as soon as they upload the data.
- It provides inovating studies using new devices. Respondents will stay highly motivated to answer questions while taking photos.
- As it is essentially CAPI, interviewers' burden will be greatly reduced.



1To evaluate your corporate booth
(benchmarks, comparisons with competitors, etc.),
2To collect things that interest visitors at a venue, etc.,
You can set a question pattern along the theme.

Flow of "MobileMY" Event Study - Self Interview



1 Recruiting



Ask visitors of an event with smartphones/tablets to participate in your survey.

2 Installation



During an orientation at the entrance or prior to the survey, have them download and install the App for the survey.

Download the App from Google play, App store, etc.

3 Interview



Respondents answer the questionnaire, capturing the moment they felt something at the venue.

5Collection and Analysis

Once the answers are uploaded, you can download the data immediately from the server.



Download the collected answer data, photos, etc. You will go on to aggregation and analysis of the data.

4 Uploading Answers



Upon completion of the questionnaire, respondents will upload their response data under the Internet environment.

Answers are possible to be given to the ongoing survey without an Internet connection.

MobileMY Solutions



Scenes for MobileMY

Self Interviews

A respondent having smartphone/tablet will download the mobile App and participate in a survey at any given location.

Lifestyle Studies

Answering a questionnaire and taking pictures/shooting movies off-line. Studies on usage of household products, food diaries, etc.

Event Studies

Evaluate an event from the visitors perspectives. Capture their points of interest. Instantly record a respondent's evaluation and photographs of booths/exhibits, etc. drawing his attention.

Evaluation of an entire event venue or individual booths, exhibits, etc.

Store Studies

Evaluation of a store through the eyes of consumers.

Visit an store and evaluate its actual conditions, such as a selection of goods.

By Interviewers

Usable as an offline survey system (CAPI) by providing interviewers with devices where the system has been installed.

Overview of Event and Venue



Anime Festival Asia (AFA)

AFA took place in Indonesia from 6 to 8 September 2013.

About 25 thousands people visited.

http://www.animefestival.asia/

[Venue]



Scenes of the Event













Survey summary



Event: Anime Festival Asia (Jakarta, Indonesia)

Target: Smartphone or Tablet owners who download questionnaire App (SODA)

Offline recruiting (face-to-face) and participation at the event

Questions: 25 (including photo capture)

Samples: N=20

Fieldwork: 7th Sep-2013

Examples of questionnaire

- Photographs of things, people, booths that interested you at the event and the reason.
- Evaluation the event (scores and reason)
- Title of the most favorite anime and the reason
- Free description about Japanese anime

Respondents Demographics

Age / sex	Male	Female	Total
10 's	6	3	9
20's	6	3	9
30's	1	1	2
Total	13	7	20

Occupation	N
Student	10
Employees / civil servants	8
Full-time housewives	1
Unemployed	1

Summary of Result



"Photographs of things, people, booths that interested you at the event and the reason"

- Figurines, such as Gunpla and Nendroid, and "Attack on Titan" appeared frequently.
- Also, scenes of cosplay and Capsule toy station (Gacha-gacha) were captured.

"Evaluation the event (scores and reason)"

- Average score is 8 /10 points. Many people gave high ratings since they were eager for the event, which is not held often in Indonesia.
- Also, many respondents assess that there were too many people to move around in the small space, etc.

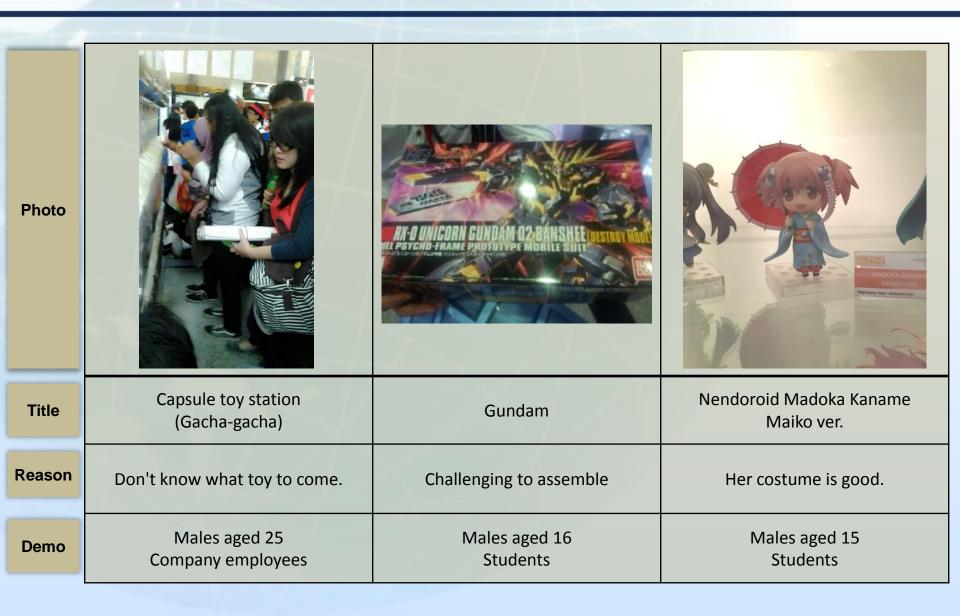
"Title of the most favorite anime and the reason"

- Respondents' favorite anime titles are vary. "One Piece" is among the widely supported.
- Creativity and storylines are the major reasons for their favorites as many respondents answered.

"Free description about Japanese anime"

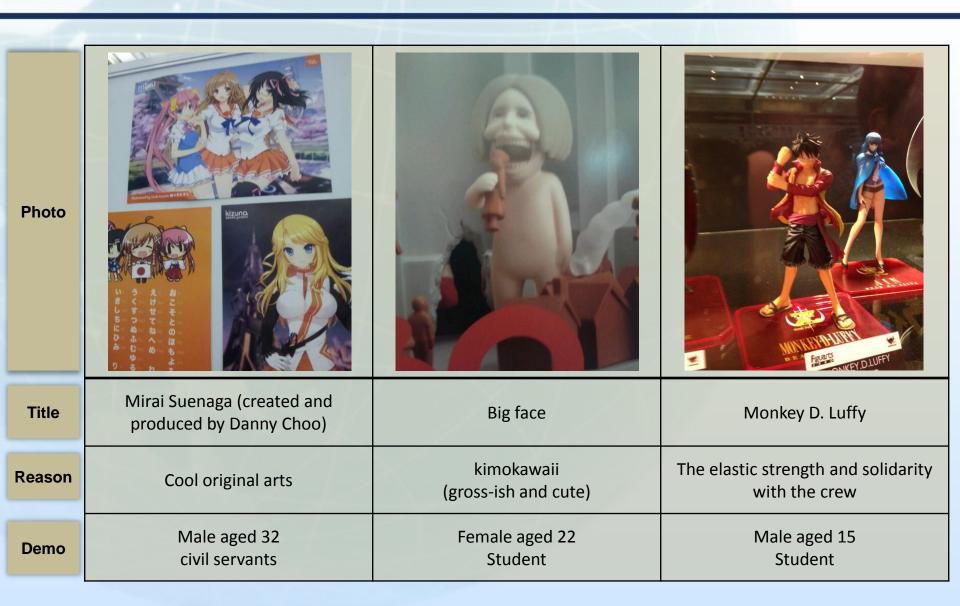
- Overlapped with the answers for the previous question, the richness in creativity and fun storylines are highly evaluated.
- In addition, many responses show that they are aware that these are Japan's

Things, people, booths that interested respondents at the event and the reasons -

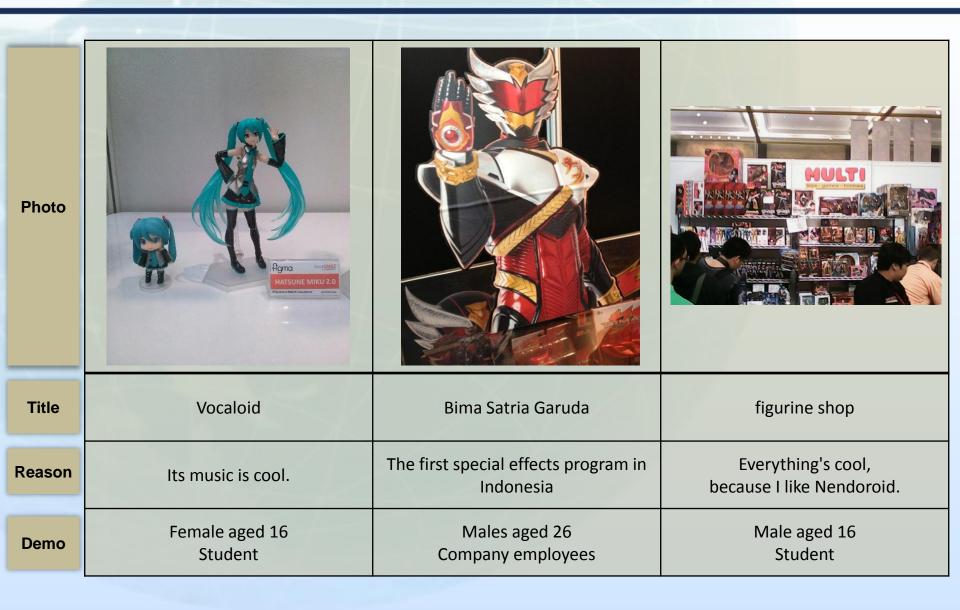


SURVEY

Things, people, booths that interested respondents at the event and the reasons - 2



Things, people, booths that interested respondents at the event and the reasons - 3



Individual Data(All-example #1 - Mystery fan)



ID 21344589

Nickname Novy Age 15 years old

Gender Female

Area Special Capital Region of Jakarta

Occupation Student Number of HH 4 members

Details (Mother/father)(Brother/sist

Monthly expense er)

Family Above Rp. 4,500,000 Anime Rp 3000000

Titles of anime that you like.

Chihayafuru

Reason

This anime taught me about Japan's cultures, such as Hyakunin Isshu karuta (game).

Evaluation of the event(10 is max) 8 Reason

I was eager for this event, which rarely takes place in Indonesia. There are exhibitions of animes I like. Thank you very much!!

Specify about Japanese Anime

Japanese anime has its own characteristics.

Manga is very interesting (I like manga than
manhwa - South Korean comics, manhua Chinese comics, or webtoons).



Take pictures of objects that you are interested in at this event

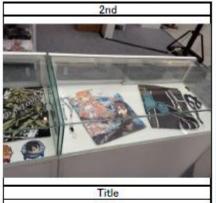


Attack on Titan

Reason

Merchandise (bags, T-shirts)

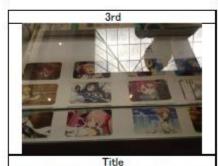
4th	5th	
RYOUKA		
Title	Title	
Hyouka	Danganronpa (character)	
Reason	Reason	
Solving mystery (Ice cream = I scream)	Interested in mystery solving	



Sword Art Online

Reason

Merchandise (clothes)



Puella Magi Madoka Magica (Magical Girl Madoka of the Magus) Reason

This anime declares the power of friendship very strong.

Individual Data(All-example #2 - Gundam fan)



21363075

Nickname fadel Age 16 years old

Gender Male

Area Special Capital Region of Jakarta

Occupation Student Number of HH 5 members

Details (Mother/father)(Brother/sist

Monthly expense er)

Family Don't know/prefer not to state

Anime Rp 80000
Titles of anime that you like.

.hack series

Reason

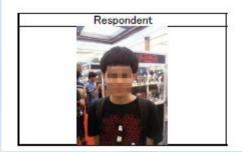
Interesting story, good action

Evaluation of the event(10 is max) 8
Reason

The stage shows and exhibitions are interesting, but too crowded.

Specify about Japanese Anime

Japanese anime has interesting and distinctive stories and great graphics.



Take pictures of objects that you are interested in at this event



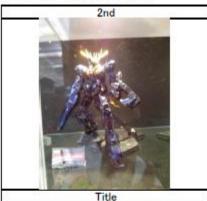
Title

RX-0 UNICORN GUNDAM

Reason

Because the model (MOBILE SUIT) is attractive and cool.





RX-0 UNICORN GUNDAM 02 BANSHEE

Reason

Models and cool action



MSN-06S SINANJU VER.KA TITANIUM FINISH Reason

color, models, and weapons

Individual Data(All-example #3 - One Piece fan)



ID 21373995

Nickname Ash

Age 29 years old

Gender Male

Area Special Capital Region of Jakarta

Occupation Company employees

Number of HH 4 members

Details (Mother/father)(Brother/sist

Monthly expense er)

Family Don't know/prefer not to state

Anime Rp 2000000
Titles of anime that you like.

One Piece

Reason

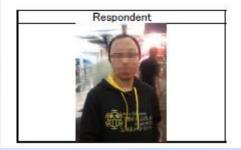
full imagination

Evaluation of the event(10 is max) 9
Reason

Nice cosplay, good choice of the place, lots of figurines.

Specify about Japanese Anime

One Piece, free imagination with no restriction.



Take pictures of objects that you are interested in at this event



Luffy battle version

Reason

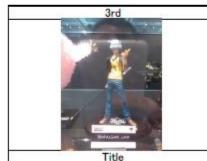
special effects





Shanks (One Piece)

figurine



Trafalgar Law
Reason
clothing is good

Implementation of the event



The event information was recognized and passed through Internet and word-of-mouth communication.

 \mathbf{Q} How did you know the implementation of the event this time? (MA) (N=20,reference)

