

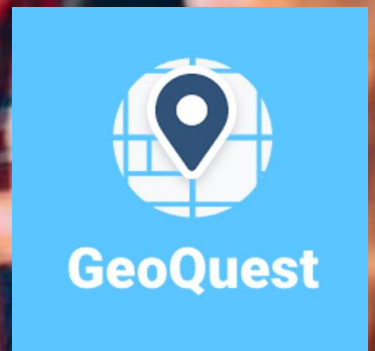
Ipsos GeoQuest



Thank you very much for agreeing to take part in the Ipsos GeoQuest study.

Full instructions on how to install and use our app on your Android mobile phone can be found in this document.

If you would like to print this document to follow along while installing, we suggest printing in black and white or greyscale.





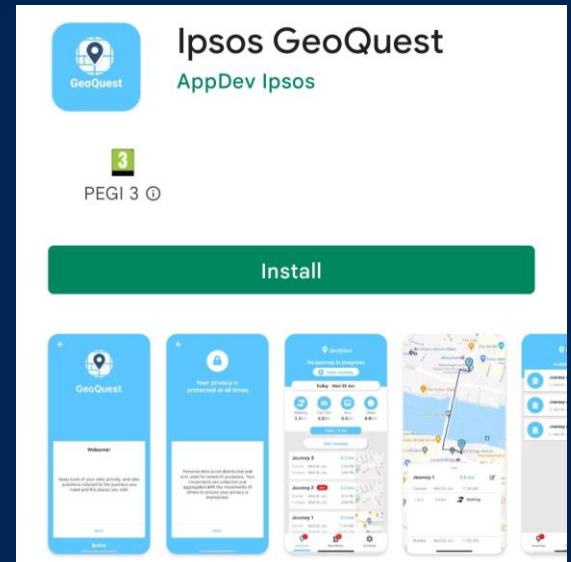
The process ▼

- These instructions/images may vary depending on the device model you are using.
- This installation will take a few minutes to complete so please do take the time to complete each step in this guide to get the best experience.

Step #1

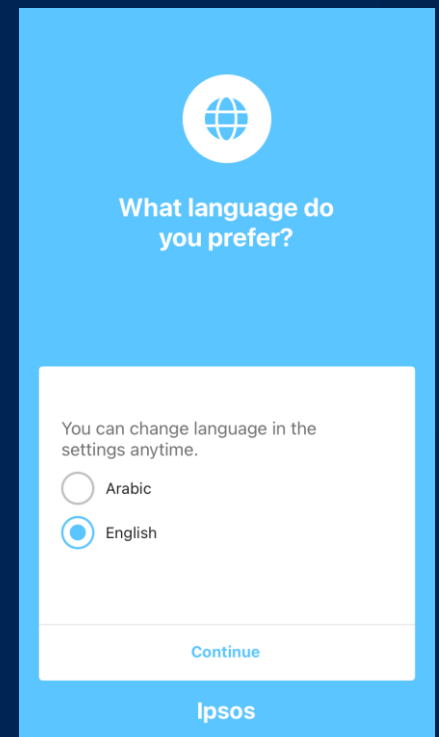
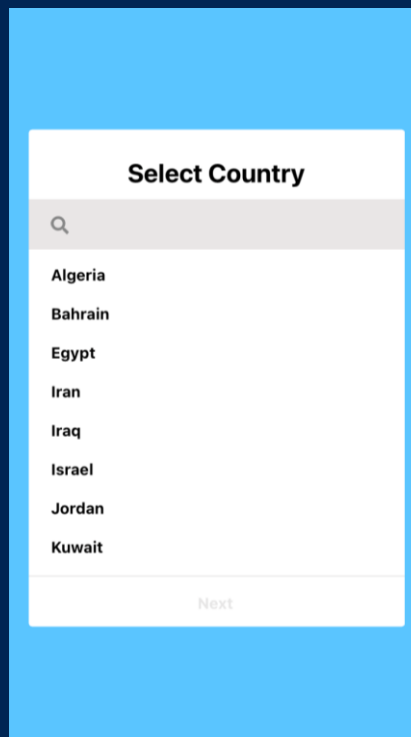
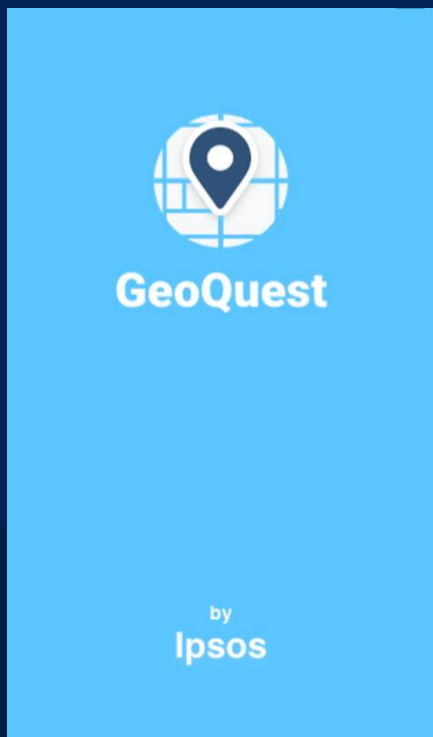
We have provided you with a link to direct you to the Google play store or you can search for Ipsos GeoQuest yourself in the store

- Please **tap** on “INSTALL” to start the install and “OPEN” to launch the app



Step #2

When opened, select your country and language preference:



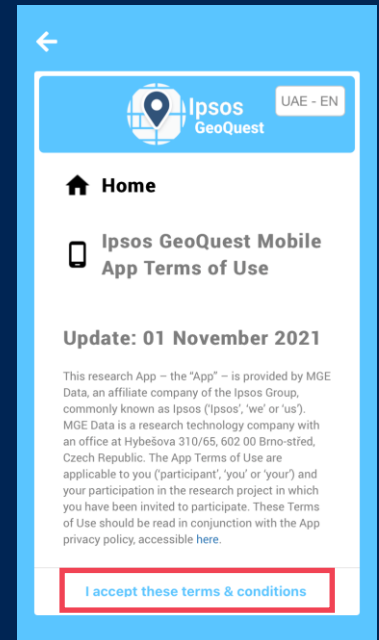
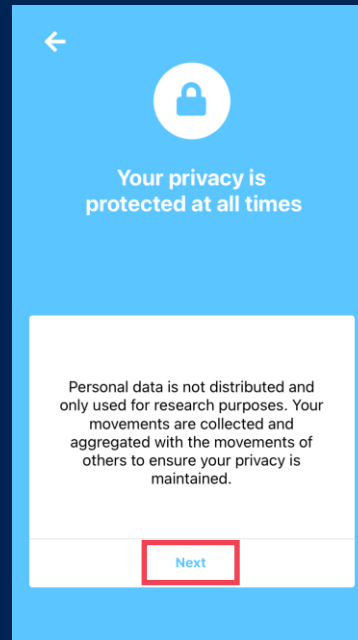
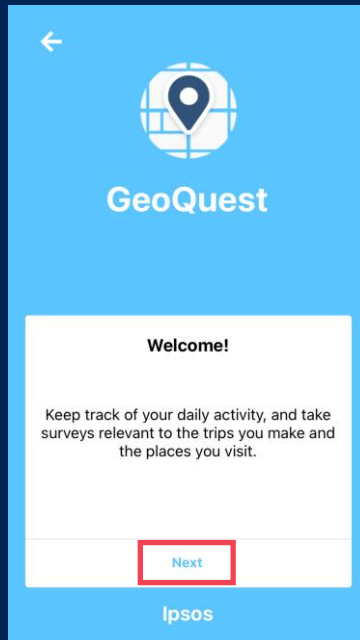


The process ▼

Step #3

Please read & accept the following:

- Welcome Statement
- Privacy Statement
- Terms & Conditions

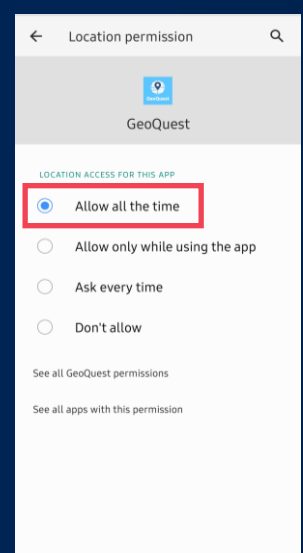
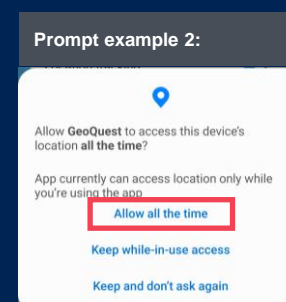
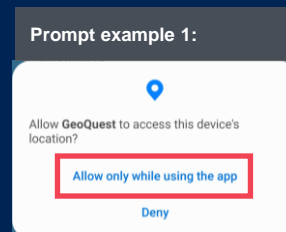
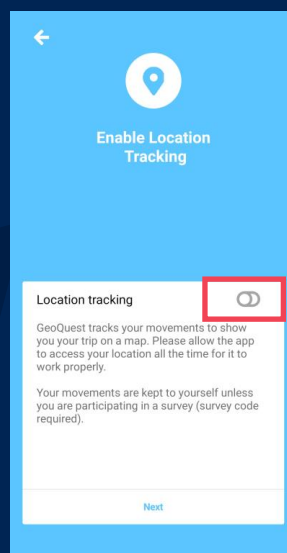


Step #4

When you **Enable Location Tracking** you allow the app to track your movement. It may also be necessary to permit this in your phone “Settings”.

Tap “Location tracking” toggle to on. Different devices will then present different prompts but it must be set to “Allow all the time”. You may need to select “Allow only while using the app” before being automatically redirected

to your “Location permission” settings where you will then need to select “Allow all the time”.

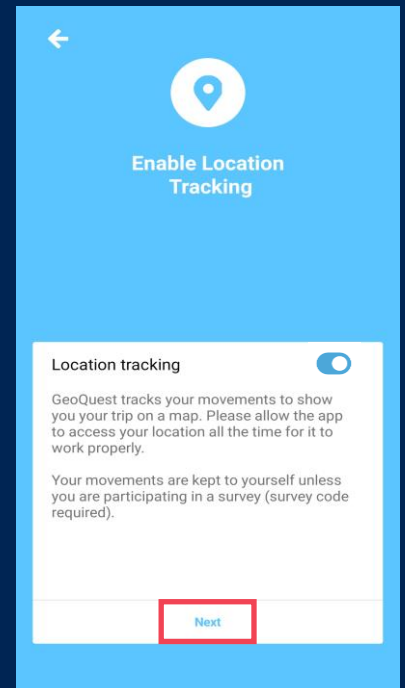
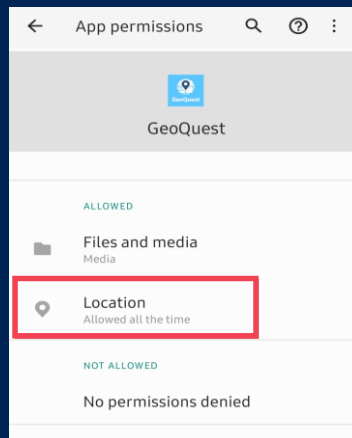
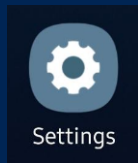




The process ▼

Step #5

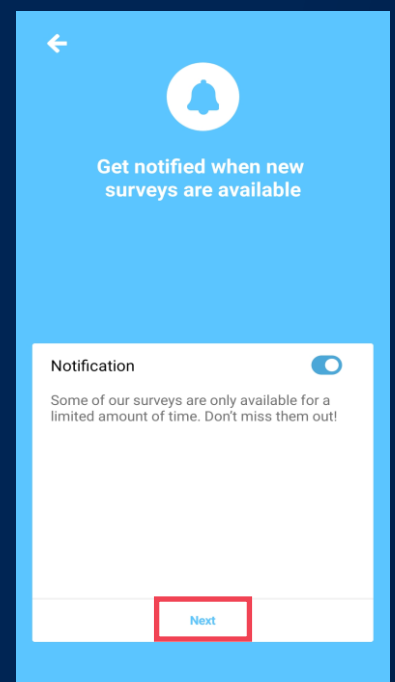
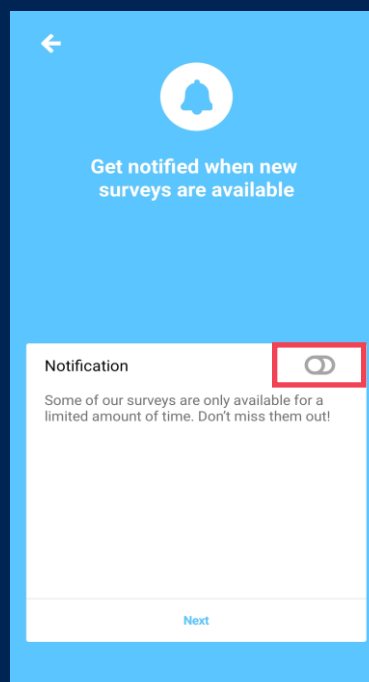
If you are not automatically redirected to your “Location permission” settings you can do this yourself if you need to. In Settings, Apps, GeoQuest, click location and change to “Allow all the time”. When done, return to app and tap “Next”.



Step #6

Notifications allows us to send reminders to you to relaunch the app and to check the trips that have been captured.

Tap the “Notification” toggle and “Next”.





The process ▼

Step #7

To participate you must have a valid survey code. Enter the code you have been given when prompted in Survey Validation. Tap “Next”.

The final stage of installation is to register Your account profile. Enter your email address and age. Tap “Finish”.

The first screenshot shows the 'Survey Validation' screen with a bar chart icon. It prompts the user to enter a survey code. The input field is highlighted with a red box. A 'Skip' button is at the bottom.

The second screenshot shows the 'Survey Validation' screen with the same bar chart icon. The survey code '1234' is entered. The 'Next' button at the bottom is highlighted with a red box.

The third screenshot shows the 'Your account profile' screen with a person icon. It prompts for email and age. The input fields are highlighted with a red box. A 'Finish' button is at the bottom.

The fourth screenshot shows the 'Your account profile' screen with the same person icon. The email 'joe.blogs@ipsos.com' and age '48' are entered. The 'Finish' button at the bottom is highlighted with a red box.

Step #8

Read the 3 tiles, concluding with All done!, tap “Go!”. Start up prompts show how you can manually start recording your trip or enter a trip the app may have missed. You are then good to go. Your installation should now be complete.

The first screenshot shows a 'Almost there...' screen with text about the app's passive nature and a 'Next' button.

The second screenshot shows a 'However...' screen with text about keeping the app engaged and a 'Next' button.

The third screenshot shows the 'All done.' screen with a person icon and a 'Go' button.

The fourth screenshot shows the 'Choose your action' screen with a 'Start Trip' button.

The fifth screenshot shows the 'Record your trip' screen with a 'Start Trip' button.





The process ▼

This final step is crucial to maximise the information collected about your trips.

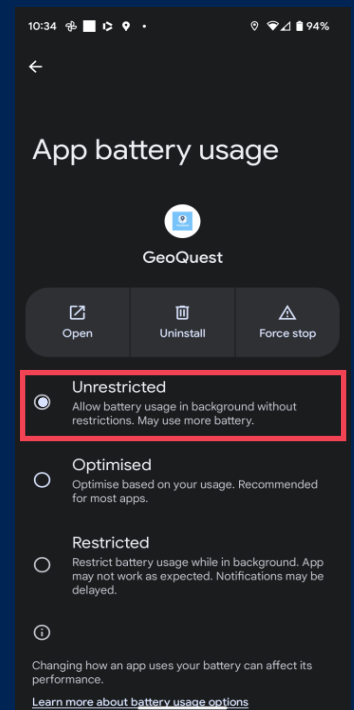
In an attempt to optimise your battery your phone will shut down apps when in the background so this needs to be prevented for GeoQuest.

Step #9

It should be noted that the exact steps and images may vary depending on the device model you are using. In Settings, there will be a way for you to remove any background activity restrictions on the app.

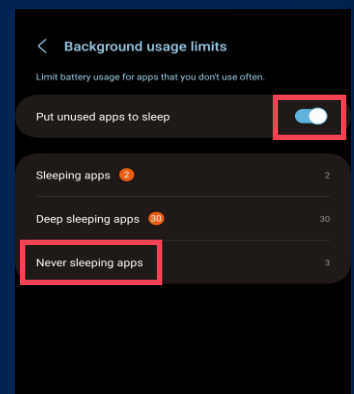
Example 1 – removing background restrictions:

- Open the Settings app.
- Select Apps
- Then, App Battery Usage
- For the GeoQuest app, click “Unrestricted”



Example 2 – Removing GeoQuest from “Put unused apps to sleep”:

- Open the Settings app
- Select Battery and Device Care
- Tap Battery and then Background Usage Limits
- Toggle on “Put unused apps to sleep”
- Tap “Never sleeping apps” and then tap the + icon
- Select GeoQuest, and hit Add



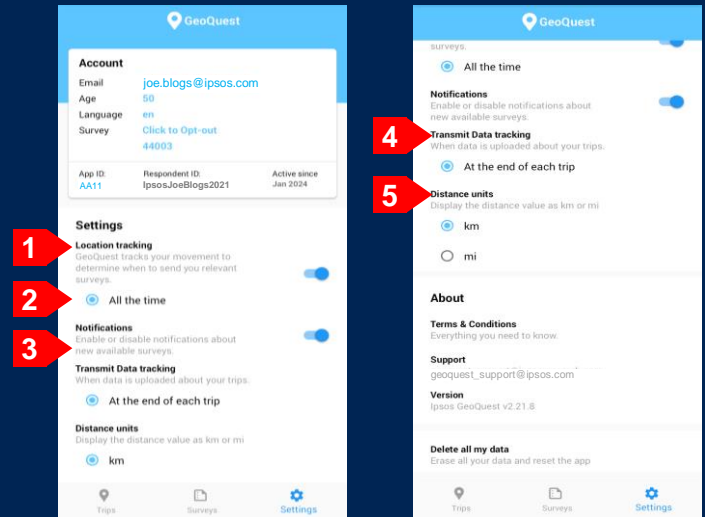


The process ▼

Check your installation is complete

After installing the app please check the settings within the app.

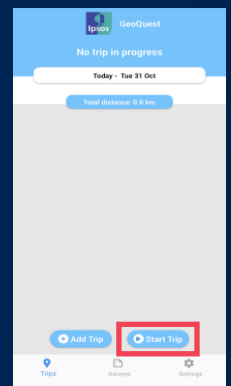
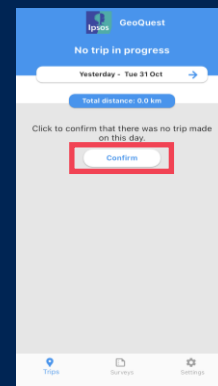
1. “Location tracking” toggle should be on
2. And set to “All the time”
3. “Notifications” toggle should be on
4. Transmit Data tracking should be set to “At the end of each trip”
5. Distance units set to “km” or “mi”, you decide which you prefer



What to do after installation and during the study

To ensure your travel is captured as accurately as possible we ask you to:

- Regularly swipe down for your quick setting screen and ensure “Location” is on and “Battery saving mode” is off.
- Charge your phone more often than you would normally. The battery consumption will increase a bit during the study but the app has been designed to ensure this is as low as it can be while still collecting accurate information.
- Relaunch the app daily before you travel. When on in the background for a while your phone will kill the app so relaunching keeps it active.
- Check trips at the end of your travel day.
- Confirm no trips have been completed if you have not travelled during a day. This can only be done after midnight each day.
- Tap on “Start trip” at the start of each trip if they are not being automatically picked up. This is more likely to be needed for short walking trips.





Using the App ▼



Using the Ipsos GeoQuest app is very simple!

All you need to do is ensure that the app is running in the background at all times, and use your Android mobile phone as you would normally.

As a reminder, to ensure it is always running we ask that you relaunch every day before you head out to travel and to check your trips when you return home to ensure they are being captured accurately.

Thank you for installing and using Ipsos GeoQuest!

If you have any questions, please don't hesitate to get in touch with us.

Our contact email can be found in the settings tab of our app.

