

number	platform	observed preferences	observed information behaviour	preference codes	IB codes	device
R1	Android	Has a bad experience with Samsung, tried Xiaomi and is satisfied with it. Chooses smartphones mostly based on technical specifications, namely WiFi, Bluetooth, NFC and navigation systems. Says he does not like iPhones for their high price and for iOS being a closed platform tying one into Apple's ecosystem, one particular application he sideloads is not available for iPhone. Would not buy a smartphone that is ugly and would choose iPhone if offered to choose between a free iPhone and Samsung for not liking Samsung and expecting it would be easier / more profitable to sell iPhone.	Chooses his smartphones himself, mostly based on technical specifications which he filters on an e-shop of favourite retailer. Watches the smartphone market, reads reviews; ignores Apple, but that seemed to be a joke.	design importance, ecosystem as barrier, iOS too closed, iPhones too pricey, positive Xiaomi experience, positive brand experience, tech. specifications importance	chooses alone, considers alternatives of one brand, filtered on e-shop, little watches Samsung, watches smartphone market	Xiaomi Mi9
R2	Android	Chose smartphone based on own and spouse's previous good experience with Samsung; selected after filtering required technical specifications: decisive was battery life, next time he would watch for dual-SIM ability as well. From earshot assumes iPhones are more expensive and work well only with Apple devices. Finds Android more open, cheaper and more likeable; specially likes the openness of all Linux systems, Android included.	Does not watch the smartphone market at all, "smartphone is just a tool and I am not a fan", chose based on experience, and by parameters on e-shop	battery life importance, ecosystem as barrier, iPhones too pricey, likes Android openness, likes Androids being cheaper, positive Samsung experience, positive brand experience, tech. specifications importance	chooses alone, chooses based on others' experience, chooses based on own experience, considers alternatives of one brand, does not watch smartphone market	Samsung M51
R4	Android	Cares for design and dimensions of the phone, would look for a 5G-enabled mid-range Samsung with a good camera next time choosing a smartphone; is used to Samsung, does not want to switch and does not need a high-end model. Understands having an iPhone if one has other Apple devices as well, but finds iPhones very expensive and does not see an added value for himself, also finds iOS more "dumbproof". Finds that often, Apple owners are not able to explain why they have Apple devices, but that Apple works well with feelings of exclusivity and its brand. Appreciates that Apple ecosystem's features connect the people, too, though. Would choose an iPhone if offered to choose between a free iPhone and Samsung "to try it out".	Would choose the next smartphone alone; used to go through a lot of alternatives and read reviews, but would not "care as much" anymore. "Mildly" watches the top smartphones of Samsung and Apple and the A product line of Samsung (of his own smartphone).	camera importance, design importance, ecosystem as barrier, iPhones too pricey, mid-range preference, tech. specifications importance	chooses alone, considers alternatives of one brand, little watches Apple, little watches Samsung, used to research	Samsung Galaxy A70
R5	Android	Chose his smartphone mostly based on technical specifications – NFC and camera quality, also liked the design. Would choose by technical specifications and technologies, but also based on compatibility with other devices, sees an improvement among Apple devices and considers iPhone so he could by an LTE-enabled Watch as well, so he would not have to carry his phone around; but apart from this reason does not see a value in the higher price. Finds Androids to have better price/value ratio, likes they are more innovative. Would choose an iPhone if offered to choose between a free iPhone or Samsung, as he hates Samsungs.	chose from alternatives he filtered out by these specifications on an e-shop; also tried the model out before purchase. Chooses smartphones alone, reads on new technologies occasionally and gets a lot of information by hearsay.	Androids are cheaper, camera importance, compatibility requirement, considers switching to iPhone, design importance, hates Samsung, likes Androids being cheaper, likes Androids being more innovative, price/value importance, tech. specifications importance	chooses alone, considers alternatives of different brands, gets information by hearsay, occasionally watches smartphone market	Redmi Note 8T

R7	Android	Switched to Android after having iPhones from their beginning as they became "disproportionately" expensive. Liked the updatedness of iPhones, looked for an Android brand that also provides regular updates to its phones; considered Nexuses and Pixels, but did not like the hardware too much; cared about display, wireless charging (waited "too long" for iPhones to introduce it and switched before they did) and waterproofness. Wishes Androids were as optimised as iPhones. To switch back to iPhone, they would have to introduce a "killer feature" and it seems improbable.	"A little" tries to keep up with the trends for work, reads i.e. AppleInsider, does not watch smartphone news to such detail he used to. Apparently tries to research when buying a new phone.	guaranteed updates importance, iPhones too pricey, tech. specifications importance	chooses alone, little watches smartphone market, makes research when buying	Samsung Galaxy S10+
R9	Android	Purchased the current phone based on budget and the requirement of a good camera because of work. Next time would want even better camera, durability, battery life and user-friendliness, would consider a budget. Finds iPhones a little complicated because of having "just one button", but considers and plans to buy an iPhone to be her next smartphone. Perceives a lot of people buy "the brand" with Apple, loves Mac for the ease-of-use compared to Windows, does not find that difference in phones. Finds iPhone to have more emotional benefits, that it manifests a lifestyle, but does not care as much; trusts there is an Android with similar qualities. The decisive moment of the plan to buy an iPhone is the good experience of people around, "just trusts" Apple that iPhone will "just work" and is willing to pay the premium for the quality and the long life of the devices.	Does not watch the smartphone market at all, says not to be oriented at all. Asked a relative to help with choosing the current smartphone, next time would "ask around".	considers switching to iPhone, other peoples' experience importance, price/value importance, tech. specifications importance	asks "around", asks other people for help, does not watch smartphone market	Xiaomi Redmi Note 6 Pro
R15	Android	Finds looks and technical specifications equally important, considers the camera quality a lot, further also storage, battery life and price – chooses from mid-range category. Is satisfied with Androids, never felt the need to buy an iPhone, only buys new phones when the old stop working. Likes not having the same smartphone as everyone else.	Researches a lot when buying anything – reads a lot of articles and reviews. Does not watch the news from smartphone market otherwise.	battery life importance, camera importance, design importance, likes originality, tech. specifications importance	chooses alone, does not watch smartphone market, makes research when buying	Honor 20 Pro
R17	Android	Chooses smartphones with high IP ratings (e.g. water and dust resistance) because of lifestyle, also with "other fun features". Thinks iPhones "are perfect", but does not like their philosophy – finds a lot of limitations and "just not likeable", says to like "to play" and hence prefers Androids that have more functions and have more open philosophy. Likes that the brand of his smartphone is Czech. Sees a great added value of Android in that "everyone has their favourite phone", does not like the unification in the iPhone world. Were it up to him, would prefer not to have a phone at all.	Occasionally "bumps into something", watches the smartphone market closely only around the time of buying a new smartphone. Uses a "wishlist" folder in browser favourites where he saves things he liked on the Internet, from there he usually chooses. Has a deep insight of what devices are being used by others thanks to work and watches the technological world in general a lot, though.	durability importance, iOS too closed, likes Android openness, likes originality, supports Czech brands, tech. specifications importance	chooses alone, makes research when buying, watches smartphone market only when buying, watches technological world in generally	Blackview 9700 Pro
R22	Android	Is used to Samsungs and uses them exclusively. The last time simply bought the newest of Galaxy S line which fit in the budget given by employer, also liked the colour a lot. Would require a good camera, likeable colour, 5G, wishes for a better battery. Uses Android out of habit and also for using Windows on laptop. Likes that you can "crack" Android and "play more" with it. Admits iPhones are more intuitive, have better design, but likes the one of Samsung as well and the decisive factor is the connectivity with Windows. Thinks that smartphone preference is mostly a matter of habit.	Sometimes "catches something around", but does not proactively seek the information. Searches for options, but mostly among Samsungs, when buying new smartphones. Does not want to switch to iPhone also because it would require a lot of research and learning.	compatibility requirement, design importance, ecosystem as barrier, likes Android openness, positive Samsung experience, positive brand experience, preference is habit, tech. specifications importance	chooses alone, does not watch smartphone market, gets information by hearsay, makes little research	Samsung Galaxy S21

R24	Android	Only have requirements on high IP rating, a big battery capacity "is a convenience factor". Finds unnecessary to have expensive phones, does not like to switch phones very often. Finds that owning an iPhone has sense only when using other Apple products, which is a barrier to him, does not find a reason, also mentions iPhones are not as durable as he requires.	"Happily ignores" the smartphone market, only researches when needs to buy a new smartphone.	battery life importance, durability importance, ecosystem as barrier, finds expensive phones unnecessary, price/value importance, tech. specifications importance	does not watch smartphone market, makes research when buying	Dodgee S88
R25	Android	Was satisfied with Samsung Note 3, "just upgraded" to 10, was not considering any alternatives (apart already considering an upgrade to Note 8, but did not end up buying one because of exploding batteries). Says that smartphones are strictly utilitarian to him. Has two requirements: a pen input, physical durability and long guaranteed software support, because does not want to upgrade phones very often (had experience that the previous phone lasted for 5 years, wanted the same again), did not want larger model.	Does not care about the smartphone market, watches closely other technological fields.	durability importance, guaranteed updates importance, long life importance, pen input importance, size importance	chooses alone, does not watch smartphone market, watches technological world in generally	Samsung Note 10
R3	iOS	Used to own Android phones, but once was bought an iPhone and "fell in love". At first for the superior photo and video performance, also for the responsiveness of the system. Finds the iPhone's stylishness important as well, finds "weird when someone doesn't have an iPhone" and perceives "who has iPhone is just better". Also likes the connectivity within the Apple ecosystem, not just between devices (likes AirPods) but also with other people, e.g. is not discriminated from "airdropping" photos after hanging out with friends or colleagues. Only misses the fingerprint reader on her iPhone, otherwise found her previous Androids too slow and with insufficient camera quality. Believes there are competing Android devices, but at that level, the stylishness of the iPhone wins over for the respondent.	Wanted to buy the same model for the good experience with it, did not seem to have searched for alternatives, but listened to an advice to upgrade to a newer model; generally seeks advice for "not understanding it much". Would "look at" the price options next time choosing a new iPhone. Does not watch the smartphone market at all, only watches "tip and tricks" videos.	appreciates "it just works", connection to other Apple users importance, ecosystem importance, iPhone = status symbol, loves iPhone, responsiveness importance, tech. specifications importance	asks other people for help, chooses based on others' experience, chooses based on own experience, little researches	iPhone 11
R6	iOS	Chose his current model solely based on previous good experience with the same model, did not upgrade. Likes Apple, but "the lovebrand is decreasing" to him and admits it is expensive. Wants smartphones to "just work and not be too expensive", prefers iPhones mostly because he never used Android and purposely does not want to "give a sh*t" about technologies, considers smartphones "destruction of mankind", "proactively ignores" reasons to switch, also it would be demanding.	Purposefully ignores most technological news, with exceptions – likes Kotlin programming language, so sometimes hears about Android from earshot, as an exception, was also proactively interested in one model of Pixel for its radar sensor and also in the advancements of Google Assistant.	appreciates "it just works", preference is habit	does not watch smartphone market, gets information by hearsay	iPhone 6S
R8	iOS	Likes the ease-of-use, that "it just works", practicality and synchronisation with other Apple devices about iPhone the most; needs a good camera for work, cares about "being connected to friends". Admits not to utilise the device to its full potential, but is interested in new features in iOS and likes them for "how they make your life easier". When buying a new iPhone, just buys the newest model of a fitting size. Used to have a Samsung, but finds iPhone to be simpler to use. Finds Apple to be always step ahead in design, but says it does not have such an importance to her compared to the named qualities.	Makes smartphone purchase decisions alone and does not seek many alternatives, always chooses among iPhones. Watches "very little" news about Apple, but claims "not to be a technological fan".	appreciates "it just works", camera importance, connection to other Apple users importance, ease-of-use importance, ecosystem importance, size importance	chooses alone, considers alternatives of one brand, little watches Apple	iPhone 12 Pro

R10	iOS	<p>Buys used iPhones; knows they do not age and would still work well, compared to Androids. The slow aging of iPhones is probably the decisive factor, disliked the fast aging about Androids. Considers smartphone just a commodity; needs it working in the (Apple) ecosystem, does not have any other specific requirements, found even older iPhones fast enough. Also considers price/value ratio, more expensive iPhones do not have added value apart the status symbolism which he does not need. Does not like the rounded corners of older generation iPhones' displays for practical reasons. Loves the reduction of decision paralyses about Apple the most, the low variety of options in the ecosystems. Would be using Android were younger – would enjoy "trying out new things", but being older and having less time and different priorities, prefers Apple for looking well, working well and the overall quality.</p>	<p>Has a great interest in smartphone and technologies, watches the market both because he likes to and because he must. Does not consider many options when buying a new smartphone.</p>	<p>decision paralysis reduction importance, design importance, ecosystem importance, long life importance, price/value importance, reliability importance, smartphone just a commodity</p>	<p>considers alternatives of one brand, watches smartphone market, watches technological world in generally</p>	<p>iPhone SE 2020</p>
R11	iOS	<p>Cares about battery life, camera and display size. Regrets that most smartphones are produced in China, would like to support a Czech or European brand next time; will most likely buy an Android – finds paying the premium for the Apple brand unnecessary, does not see practical added value. What she needs of a smartphone, she can find in cheaper phones as well. Also appreciates the better battery life of Androids. Likes "pretty things", but says an Android phone can be attractive as well. Does not find iPhone significantly better in any aspect. Would choose an iPhone rather than Samsung if offered for free for "being really pretty".</p>	<p>Sought an advice the last time purchasing a smartphone (the Android). Does not proactively seek information about smartphones, but likes to read articles on technological servers such as Wired or Business Insiders; and likes talking about technologies with friends and getting the information this way.</p>	<p>battery life importance, camera importance, considers switching to Android, design importance, iPhones and Androids are comparable, iPhones too pricey, size importance, supports Czech brands, tech. specifications importance</p>	<p>asks other people for help, does not watch smartphone market, gets information by hearsay, watches technological world in generally</p>	<p>iPhone 7 and an unspecified Xiaomi</p>
R12	iOS	<p>Got an iPhone because he started developing for iOS, still owns an Android as well. Mostly cares about cameras, and further dual-SIM, storage, speed and responsiveness. Likes the speed of iPhones and appreciates that they do not age, further likes the connectivity within the Apple ecosystem. "Does not need to be crazy about iPhone", if he did not need the iPhone for work, would have an Android. Would choose an iPhone rather than Samsung if offered for free as he hates Samsungs for its system flavour.</p>	<p>Read and investigated a lot before buying his Android phone. Asked colleagues for an advice when choosing his iPhone. Does not watch the smartphone market news for "not being such a fool to watch everything".</p>	<p>camera importance, ecosystem importance, hates Samsung, long life importance, responsiveness importance, tech. specifications importance</p>	<p>asks other people for help, does not watch smartphone market, makes research when buying</p>	<p>iPhone 12 Pro</p>
R13	iOS	<p>Buys iPhones only, mostly because of its symbiosis with a Mac, simplicity and the fact everyone around him has iPhones. Always buys used iPhones, cares "only about it being an iPhone and price". Finds Android to be "a jungle", very inconsistent, and "more complicated in every aspect".</p>	<p>Used to watch the news from smartphone market, "what one can do with the smartphones", but gave up at some point as it was "still the same". Chooses iPhones alone.</p>	<p>connection to other Apple users importance, ecosystem importance, price/value importance</p>	<p>used to watch smartphone market</p>	<p>iPhone 7</p>
R14	iOS	<p>Considers himself a fan of Apple, had the first iPhone ordered from America, loves that Apple devices "just work, they work for you and not vice versa", enjoys using them. Cares about screen size. Feels "an aversion towards Androids for no reason".</p>	<p>Does not watch the smartphone market as a whole, but watches Apple very closely – "reads, watches and lives" in the Apple ecosystem. When buying a new iPhone, already safely knows which one to buy.</p>	<p>appreciates "it just works", ease-of-use importance, enjoys using Apple products, loves Apple, loves iPhone, size importance</p>	<p>watches Apple</p>	<p>iPhone XS Max</p>

R16	iOS	Long-time iPhone user, used to have Android phones, but found them less intuitive and disliked their slowing down over time, hickups etc. Likes iPhones for their intuitivity, ease-of-use and for the Apple ecosystem. Does not buy the most expensive models, does not have much technical requirements. Perceived the brand a little when younger, but does not care anymore. Says to be a minimalist, likes to have a world of simple choices (a computer is a Mac, a phone is an iPhone) and not being distracted by different alternatives.	Does not consider alternatives when buying a new smartphone, does not seek information about smartphones, but "cannot avoid it" when e.g. a family member wishes to buy a new phone.	decision paralysis reduction importance, ease-of-use importance, ecosystem importance, long life importance, price/value importance	considers alternatives of one brand, gets information by hearsay	iPhone SE 2020
R18	iOS	This is her first iPhone. Wanted an iPhone mostly for its presumed long life (was annoyed by the fast aging of Android phones), chose based on size and price. Next time would prefer better camera and would not want a bigger phone, but would stay with an iPhone even if they got bigger.	Switched to iPhone mostly based on the influence of others – heard a lot that iPhones last longer, are more user-friendly, require less maintenance.	long life importance, other peoples' experience importance, price/value importance, size importance	chooses based on others' experience, other peoples' experience	iPhone SE (1st gen.)
R19	iOS	Long-time iPhone user, but has a Windows laptop, says not to be in the ecosystem (has an iPad, however). Started using iPhones when they had perceived superior functional set to Androids. Keeps using them out of habit and satisfaction, finds them extremely reliable and fast, did not get convinced Android would be better, also has a negative experience with the aging of Androids. Appreciates that choosing an iPhone is simple, that he does not have to scan 2/3 of the market.	Used to watch Apple keynotes, be interested in iPhone, iOS news, but stopped 3-4 years ago, has "other business now", does not watch the market at all.	decision paralysis reduction importance, long life importance, preference is habit, reliability importance, size importance, tech. specifications importance	used to watch Apple	iPhone SE 2020
R20	iOS	Switched to iOS from Android after being tempted seeing a lot of iPhones around. Liked the ergonomics of the phone he eventually bought. Pro model won over base model for the camera and display, would consider battery life next time as well. Appreciates the perks of Apple ecosystem, uses AirDrop for sending screenshots of tested applications. Plans to stay with iPhones, but admits if he did not utilise iPhone as much for work, might consider other alternatives, but says leaving iOS would be hard because of contacts, the iMessage. Retrospectively, admits he might have overestimated the iPhones' camera seeing the technology in Android phones, but still prefers iPhone for the functionality and connectivity. Finds iPhones pricey, however.	Says he does not watch the smartphone market in detail a lot but watches smartphone reviews on Android	Says he does not watch the smartphone market in detail a lot but watches smartphone reviews on Android; generally thinks he is well-versed in both Android and iPhone worlds.	battery life importance, camera importance, connection to other Apple users importance, ecosystem importance, other peoples' experience importance, tech. specifications importance	iPhone 11 Pro
R21	iOS	Had tested many different Android phones and was even a "Android poweruser" (done rooting, customisations). Switched to iPhone "out of laziness" – wanted the simplicity, the ecosystem, the lack of need to customise and set up things, likes those a lot about iPhone. Was a bit disappointed not to get 120Hz display and USB-C in 12 line, and regrets iPhones get technological innovations slower than Androids, but admits that although it takes time to Apple, the new features are better optimised. Bought 11 because did not find the added value in 12. Opted for the Pro model for the size, design, camera system and screen technology. Next time will look at design in the first place, also for 120Hz display, USB-C and bigger battery. Finds iPhone to be more "dumbproof", more ready to use out-of-box, secure and simple; less customisation options considers both drawback and advantage. Does not perceive the "Apple brand" as "the premium option", does not use iPhone for the brand, rather, perceives the brand as that "it just works".	Used to be a smartphone expert, tried to keep up after changing job, but had lost the track. Still considers himself well-oriented in Apple products and reads a lot about them, but finds it hard to keep up with Android. Would do research (watch YouTube reviews, read reviews, look up specifications e.g. on Apple website or GSMArena, would attempt to try out the phone "hands-on") before buying a new iPhone.	appreciates "it just works", camera importance, ease-of-use importance, ecosystem importance, tech. specifications importance	makes research when buying, used to watch smartphone market, watches Apple	iPhone 11 Pro

R23	iOS	Loved iPods for "how sexy they were" and when saw other people's iPhones, loved their design, too, bought one and stayed a loyal user. Hates the design both of Android in terms of UI and the devices running it. Gives importance to the "status symbolism" and the brand as well. Does not require any specific technical specifications, likes the ecosystem and the reliability, hated that about alternatives. Finds the iPhones pricey, though, did not buy the high-end model the last time, did not find the added value in the more expensive line. Mentions a strong vendor-lock, finds it practically impossible to switch (and does not want to).	Does not watch the smartphone market at all. Would select the new iPhones by filtering their options on an eshop.	connection to other Apple users importance, design importance, ecosystem importance, iPhone = status symbol, iPhones too pricey, loves iPhone, other peoples' experience importance, price/value importance	considers alternatives of one brand, does not watch smartphone market, filtered on e-shop, other peoples' experience	iPhone SE 2020
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