Service-Dominant Business Model Design for Digital Innovation in Smart Mobility

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Appendix (available online via http://link.springer.com)

Appendix A

Appendix A: The Questionnaire

PART-1: Please provide feedback about the business model design approach followed during the workshop.
(For all items using the following Likert scale: Strongly disagree; Disagree; Neutral; Agree; Strongly agree)

Q1. I think this approach provides an effective solution to the problem of designing business models.
Q2. Business models designed in this way would be difficult for users (colleagues, partner companies, etc.) to understand.
Q3. Using this approach would make it more difficult to communicate the business models to others.
Q4. Overall, I found the business model design approach in this workshop to be useful.
Q5. Learning to use this way of designing business models would be easy for me.
Q6. I found the way the business models are designed as unclear and difficult to understand.
Q7. It would be easy for me to become skillful at using this way of designing business models.
Q8. Overall, I found this way of designing business models difficult to use.
Q9. I would use this method to design business models.
Q10. I would intend to use this way of designing business models in preference to another design approach if I have to design business models in the future.

PART-2 (*Respondent demographics*)

Q11. What is your current position?
Q12. How long have you been working in this position?
        (Less than 2 years, 2-4 years, 4-7 years, 7-10 years, More than 10 years)
Q13. How long have you been working in the industry?
        (Less than 2 years, 2-4 years, 4-7 years, 7-10 years, More than 10 years)
Q14. In which industry the company you work in operates?
Q15. What is the size of your company?
        (Options for Q15: Below 10 employees, 11-50 employees, 51-250 employees, 251-1000 employees, 1001-5000 employees, Over 5000 employees)
Q16. How familiar are you in using any technique or approach in designing business models?
        (Options for Q16: Not at all familiar, Slightly familiar, Somewhat familiar, Moderately familiar, Extremely familiar)

PART 3: (*Feedback*)

Q17. Please indicate what you would consider the strong points of the Service-Dominant Business Model Radar approach.
Q18. Please indicate what you would consider the weak points or points that can be improved about the Service-Dominant Business Model Radar approach
Q19. Any additional remark?