

Interview Schedule

Mobile phone manufacturers

Thank you very much for taking the time to participate in this interview. This is part of a masters degree study that focuses on the phenomenon of mobile banking as a value-added m-business offering and the study specifically uses Absa bank as a case study. All information discussed will be treated as confidential and will not be used against Absa or handed over to any other competitive entity. All information will solely be used for the purposes of the study.

Section A

1. What does your brand do to offer mobile devices that enable a user experience that is convenient?
2. Explain how your brand of mobile devices makes a mobile commerce application an easy-to-use tool.
 - 2.1 Specifically with regards to design issues and
 - 2.2 Specifically with regards to technological issues.
3. Explain what your brand has done to ensure a mobile commerce application fast-to-use.
 - 3.1 Specifically with regards to design issues and
 - 3.2 Specifically with regards to technological issues.
4. Would you say that consumers perceive your brand of mobile devices to offer value for money to the consumer when using mobile commerce applications?
 - 4.1 If yes, explain.
5. Does your brand of mobile devices function effectively with all service providers when conducting a mobile commerce application?
 - 5.1 If not, explain why.
6. Does your brand of mobile devices currently have any smart handsets that are not fully capable of conducting a mobile commerce application?
 - 6.1 If not, explain why.

7. What does your brand of mobile devices do to build consumer habit with regards to mobile commerce applications?

7.1 Elaborate on the initiatives that are being launched/managed to build consumer habit.

8. What technology is used to create a heightened level of perceived security with the consumer when s/he conducts a mobile commerce application?

9. What does your brand of mobile devices do to ensure technical security when conducting a mobile commerce application?

Section B

10. What systems are used by your brand to assist in the authentication of users conducting mobile commerce applications?

11. Does your brand of mobile devices offer a service that scale across all financial service opportunities?

11.1 Elaborate.

11.2 What technical changes will have to take place to make your brand of mobile devices flexible so that all financial services can be accommodated?

12. Does your brand of mobile devices allow for visible branding to take place when conducting an m-commerce application?

12.1 What kind of technology is used to allow for visible branding?

Section C

13. Does your brand of mobile devices use open technology?

13.1 Explain.

14. Does your brand of mobile devices use non-proprietary technology?
 - 14.1 Explain
15. Does your brand of mobile devices use existing standards to enable the conduction ob mobile commerce application?
16. Does your brand of mobile devices use existing solutions to enable the conduction of mobile commerce application?
17. Does your brand of mobile devices promote handset independence when conducting mobile commerce applications?
18. Do all service providers work seamlessly with your brand of mobile devices?
 - 18.1 If not, why so?
19. How does your brand of mobile devices ensure transaction security?
20. How does your brand of mobile devices communicate perceived secure authentication to consumers when a mobile commerce application is conducted?
21. How does your brand of mobile devices ensure non-repudiation?

Section D

22. Does your brand of mobile devices have any new initiatives planned to promote the use of mobile commerce in South Africa.
 - 21.1 Explain
23. Are you of the opinion that mobile commerce has been marketed to the consumer at the right time taking into consideration availability of existing solutions, suitable handsets, security applications and infrastructure?