

First Paid Surveys Platform for iPhone Launches

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Toronto based MobileFolk today announces OrangePanel 1.0, the first paid surveys application for the iPhone platform. OrangePanel allows users to complete surveys and earn cash and rewards on the go - on the bus, at school, at work, or anywhere they bring their iPhone. OrangePanel is unique in that all surveys are custom tailored for the special requirements and opportunities presented by the iPhone. The app makes it easy for users to track the surveys they have completed and the rewards earned.

Toronto, Ontario - MobileFolk, the leading smartphone-enabled market research solutions company, is excited to announce the launch of OrangePanel 1.0, the first paid surveys application for the iPhone platform. OrangePanel allows users to complete surveys and earn cash and rewards on the go - on the bus, at school, at work, or anywhere they bring their iPhone.

OrangePanel is unique in that all surveys are custom tailored for the special requirements and opportunities presented by the iPhone. The survey interface is carefully designed to efficiently make use of the iPhone touchscreen, and the length of surveys is in line with the demands imposed by a mobile lifestyle. Surveys can easily be resumed if the user is interrupted, for example by an incoming phone call, and the application makes it easy for users to track the surveys they have completed and the rewards earned.

OrangePanel presents a unique opportunity for market researchers to connect with the iPhone demographic and gather invaluable feedback which might be difficult to obtain through other methods. Traditional web surveys pose significant challenges in an increasingly smartphone-enabled society, not the least of which being the difficulty in filling out such surveys on a small smartphone screen, or otherwise requiring the respondent to be in front of a computer. OrangePanel aims to solve these problems and make market research more convenient and accessible for smartphone users.

MobileFolk provides services to market researchers who need to reach the iPhone audience, as well as to market researchers with an existing audience who are looking to provide an iPhone option. MobileFolk welcomes partners interested in participating in OrangePanel.

Device Requirements:

- * iPhone, iPod touch, and iPad
- * Requires iPhone OS 3.0 or later
- * 0.2 MB

Pricing and Availability:

OrangePanel 1.0 is free and available worldwide exclusively through the App Store in the Lifestyle category. More information can be found on the OrangePanel website.

MobileFolk:

<http://www.mobilefolk.com>

OrangePanel 1.0:

<http://www.orangepanel.com>

Download from iTunes:

<http://itunes.apple.com/us/app/orangepanel/id359577455?mt=8&uo=6>

Screenshot:

<http://a1.phobos.apple.com/us/r1000/028/Purple/ff/1b/20/mzl.miudnuvm.320x480-75.jpg>

Based in Toronto, Canada, MobileFolk was founded in August 2009, and is hard at work developing innovative market research solutions for mobile platforms. MobileFolk anticipates a significant shift in the methods used for market research over the next few years, as the adoption rate for smartphones such as iPhone, Android, and Blackberry will continue to grow, and aims to be on the leading edge of these changes. OrangePanel is MobileFolk's first publicly released product. Copyright (C) 2010 MobileFolk. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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