



MyFWP Mobile App User Survey

December 2022

Background

The Montana MyFWP mobile app debuted this year. Montana Fish, Wildlife & Parks gathered feedback on this new product through an email user survey sent out December 22, 2022. The survey was sent to 25,029 individuals who opted for E-Tags through the app this year.

The survey asked nine questions:

1. How did you hear about the new MyFWP mobile app?
2. How would you rate your overall experience with the app?
3. How easy was it to navigate the app?
4. How useful was the app?
5. How likely are you to recommend the app to someone else?
6. What was your favorite feature on the app?
7. Is there anything you would change or improve about the app? If so, what?
8. What were the common challenges or technical issues you encountered with the app?
9. Any additional comments or feedback about the app?

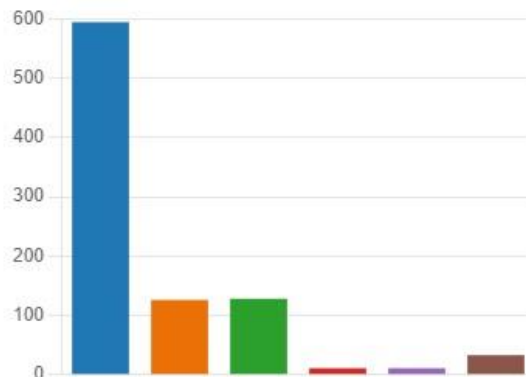
Results

As of Dec. 28, more than 800 individuals completed the survey. The results for questions 1-5 are as follows:

1. How did you hear about the new MyFWP mobile app?

[More Details](#)

FWP notifications (website, email...)	594
When purchasing a license at an...	126
Word of mouth	128
Newspaper/TV	11
Advertisement	11
Other	33



2. How would you rate your overall experience with the app?

[More Details](#)

825
Responses



3. How easy was it to navigate the app?

[More Details](#)

824
Responses



4. How useful was the app?






[More Details](#)

823
Responses



5. How likely are you to recommend the app to someone else?

[More Details](#)

 Very likely	512
 Somewhat likely	168
 Neither likely nor unlikely	62
 Somewhat unlikely	34
 Very unlikely	51

