

By [Kelly Franznick](#)

Apple's Siri turns one: Do iPhone users care?

Siri turns one today. To mark the occasion, we are releasing our research findings from a longitudinal study of iPhone 4s purchasers. This whitepaper, written by Blink's own Nika Smith Auld, examines user perceptions and usage over the first 30 days of use.

[Download the Blink Siri whitepaper](#)

Or check out the recap on GeekWire: <http://www.geekwire.com/2012/apples-siri-turns-users-care/>