



# Market Research

Please answer the questions about our product truthfully.

**1** What improvements, if any, would you make to our product?\*

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**2** Which logo do you think best describes our product?\*



3 What features, if any, would you remove from our product?\*

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4 What would you consider a reasonable price range to be for our product?\*

10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
55	56	57	58	59	60	61	62	63	64	65	66	67	68	69
70	71	72	73	74	75	76	77	78	79	80	81	82	83	84
85	86	87	88	89	90	91	92	93	94	95	96	97	98	99
100	101	102	103	104	105	106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123	124	125	126	127	128	129
130	131	132	133	134	135	136	137	138	139	140	141	142	143	144
145	146	147	148	149	150	151	152	153	154	155	156	157	158	159
160	161	162	163	164	165	166	167	168	169	170	171	172	173	174
175	176	177	178	179	180	181	182	183	184	185	186	187	188	189
190	191	192	193	194	195	196	197	198	199	200	201	202	203	204
205	206	207	208	209	210	211	212	213	214	215	216	217	218	219
220	221	222	223	224	225	226	227	228	229	230	231	232	233	234
235	236	237	238	239	240	241	242	243	244	245	246	247	248	249
250	251	252	253	254	255	256	257	258	259	260	261	262	263	264
265	266	267	268	269	270	271	272	273	274	275	276	277	278	279

280	281	282	283	284	285	286	287	288	289	290	291	292	293	294
295	296	297	298	299	300	301	302	303	304	305	306	307	308	309
310	311	312	313	314	315	316	317	318	319	320	321	322	323	324
325	326	327	328	329	330	331	332	333	334	335	336	337	338	339
340	341	342	343	344	345	346	347	348	349	350	351	352	353	354
355	356	357	358	359	360	361	362	363	364	365	366	367	368	369
370	371	372	373	374	375	376	377	378	379	380	381	382	383	384
385	386	387	388	389	390	391	392	393	394	395	396	397	398	399
400	401	402	403	404	405	406	407	408	409	410	411	412	413	414
415	416	417	418	419	420	421	422	423	424	425	426	427	428	429
430	431	432	433	434	435	436	437	438	439	440	441	442	443	444
445	446	447	448	449	450	451	452	453	454	455	456	457	458	459
460	461	462	463	464	465	466	467	468	469	470	471	472	473	474
475	476	477	478	479	480	481	482	483	484	485	486	487	488	489
490	491	492	493	494	495	496	497	498	499	500				

\* Select a high and low value.

**5** Please indicate how much you agree with the following statements about your experience with our product:\*

A rating of 5 is Strongly Agree; a rating of 1 is Strongly Disagree.

The product is simple to use.

1  2  3  4  5

The product is enjoyable to use.

1  2  3  4  5

The product is useful.

1  2  3  4  5

The product is affordable.

1  2  3  4  5

The product solves a problem.

1  2  3  4  5

**6** Do you currently use a similar or competing product?\*

Yes

No

\* Choose one.

**7** Please indicate how much you agree with the following statements about similar products:\*

A rating of 5 is Strongly Agree; a rating of 1 is Strongly Disagree.

Similar or competing products are as simple to use.

1  2  3  4  5

Similar or competing products are as enjoyable to use.

1  2  3  4  5

Similar or competing products are as useful.

1  2  3  4  5

Similar or competing products are as affordable.

1  2  3  4  5

Similar or competing products solve a problem.

1  2  3  4  5

**8** What is your single most favorite feature of our product?\*

Favorite Feature:

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**9** What is your single least favorite feature of our product?\*

Least Favorite Feature:

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**10** What features from similar or competing products would you like to see added to our product?

Feature One:

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Feature Two:

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Feature Three:

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**11** Would you recommend our product to a friend or co-worker?\*

Yes

- No
- Undecided

\* Choose one.

**12** Is there anything else you'd like to share about your experience with our product?

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Thank you for your time.