

Section 4 Questions

Is there an existing and operable proof-of-concept model already made?

No	1	2		
Just started on it	3	4	5	
Almost finished	6	7	8	
Yes	9	10		

If there is a question of whether the product will function as planned, has it been looked at by anyone with expertise in that field?

No	1	2			
Yes, a non-professional	3	4	5	6	7
Yes, a professional	8	9	10		

Have you confidentially revealed the product to suppliers of parts and manufacturing equipment to obtain their opinions on functional viability and suggestions for product improvements?

No	1	2		
Yes	9	10		

How easy is it to make the first “proof-of-concept” prototypes of the product?

Needs special materials and special equipment	1	2		
Needs special equipment	3	4	5	
Friends can make it for you	6	7	8	
Can easily make it yourself	9	10		

How easy will it be to make a refined prototype?

Needs special materials and special equipment	1	2		
Needs special equipment	3	4	5	
Friends can make it for you	6	7	8	
Can easily make it yourself	9	10		

Does the product do what you want it to do every time?

Some of the time	1	2		
Half of the time	3	4	5	
Most of the time	6	7	8	9
Yes, every time	10			

Have you tested the product in all of the different environments in which it will be used?

No	1	2		
Yes, works in some of them	3	4		
Yes, works in most of them	5	6	7	8
Yes, works well in all of them	9	10		

If the product will serve as a replacement for a similar product, does the new product use any materials or exhibit any characteristics that would make it unsuitable or dangerous as a replacement for the existing one?

Yes, in most cases				
Yes, in 20% to 30% of the cases	3	4	5	
Yes, in 10% of the cases	6	7	8	
No	9	10		

For shipping purposes is the product heavy?

Over 10 pounds	1	2	
Under 10 pounds	3	4	5
Under 5 pounds	6	7	8
Under 1 pound	9	10	

If there are similar products on the market, is this one heavier or lighter?

Much heavier	1	2	
Slightly heavier	3	4	5
About the same	6	7	8
Much lighter	9	10	

What kind of packaging will the product need for shipping?

Wooden crate & pallet	1	2	
Wooden box	3	4	5
Heavy corrugated box	6	7	
Light cardboard container	8		
Free box from UPS or postal service	10		

If there are similar products on the market, is this one larger or smaller?

Considerably larger	1	2	
Slightly larger	3	4	5
The same size	6	7	8
Smaller	9	10	

If there are similar products on the market, and speed is an advantage, is this one faster or slower?

Considerably slower	1	2	
Slightly slower	3	4	5
The same speed	6	7	8
Faster	9	10	

If there are similar products on the market, is this one easier to use?

Much harder to use	1	2	
Slightly more difficult	3	4	5
About the same	6	7	8
Much easier	9	10	

If there are similar products on the market, is this one of better quality, more durable or more reliable?

Less quality less durable	1	2	
Slightly less quality	3	4	5
Same quality	6	7	8
Better quality	9	10	

If there are similar products on the market and precision is an advantage, does this one provide more precision?

Considerably less precision	1	2	
Slightly less precision	3	4	5
The same level of precision	6	7	8
Yes, more precision	9	10	

If there are similar products on the market does this one do everything the other one does and more?

Does less	1	2	
Does almost as many things	3	4	5
Does the same things	6	7	8
Does more	9	10	

Is the product complex?

Yes, very complex	1	2	
Moderately complex	3	4	5
Slightly complex	6	7	8
Not complex	9	10	

If the product is complex in its present form, have you conducted any “brain storming” sessions to try to simplify it?

No	1	2	
We are planning to	3	4	5
We are in the process	6	7	8
Yes, already done	9	10	

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