Section 19 Questions

Will it take a person a long time to master using the product correctly?

Yes, days or weeks	**1**	**2**	
Within a day	**3**	**4**	**5**
Within an hour	**6**	**7**	**8**
No, just minutes	**9**	**10**	

Does the end-user have to be able to read and understand complex instructions?

Yes, must be able to understand complex instructions	**1**	**2**	
Must be able to read simple written instructions	**3**	**4**	**5**
Must be able to read simple diagrams	**6**	**7**	**8**
No	**9**	**10**	

Can people easily recognize, at first glance, what the product does?

No, it must be explained to them	**1**	**2**	
No, it will probably take a couple of minutes	**3**	**4**	**5**
No, it will probably take 2 to 4 seconds	**6**	**7**	**8**
Yes, at first glance within one second	**9**	**10**	

Will the user of the product have to have above average skills to be able to learn how to use it?

Yes, will require college degree in subject and good manual dexterity skills	**1**	**2**	
Yes, above average learning comprehension skills and manual dexterity	**3**	**4**	**5**
Yes, above average reading and writing skills	**6**	**7**	**8**
No, anyone can use it	**9**	**10**	

If the product will be difficult to explain or use, have you planned on an extended product introduction period with respect to your finances?

No, I will need to borrow more money	**1**	**2**	
No, I'm not sure how much extra time it will take	**3**	**4**	**5**
Yes, my investors are aware of a possibly lengthy product introduction period	**6**	**7**	**8**
Yes, I am financially capable of supporting a lengthy introduction time	**9**	**10**	

Have you tried out the directions and technical information, including assembly instructions and operating instructions, on a focus group to be sure they interpret them in the manner you anticipated?

No	**1**	**2**			
Working on it	**4**	**5**	**6**	**7**	**8**
Yes, they easily understood them	**9**	**10**			