

Section 21 Questions

Why would a person be prompted to buy your product?

For entertainment or because of "impulse" as in a fad item	1	2	
Because of a desire to better their image or lifestyle	3	4	5
To use as a gift or to help other people	6	7	8
Because of need	9	10	

If people will buy your product because of need, what kind of need will it be?

They need it for safety reasons	1	2	
They need it because it is, or will be, required by law	3	4	5
They need it because it will save them time or money	6	7	8
They need it for life support	9	10	

How often will the product be used, (in your best estimate)?

At least once a year	1	2	
At least once a month	3	4	5
At least once a week	6	7	8
At least once a day	9	10	

In terms of user dependence will the user of the product ultimately become dependent on the product?

No	1	2	
Slight possibility	3	4	5
Probably	6	7	8
Yes	9		

If the user will become dependent on the product, what is the reason?

Because after becoming familiar with my product, it will be time consuming or expensive for the user to switch to a competitor	1	2		
For cost or time savings not available with other products	3	4	5	
Because my product is an integral part of another vital or essential product	6	7	8	
For life support or safety	9	10		

If people become dependent on the product for life support or safety reasons, will they take greater risks while using the product (because they depend on it) than they would if they did not have the product?

Yes, certainly	1	2		
Probably	3	4	5	
Possibly but unlikely	6	7	8	
No	9	10		

If the product will be purchased out of “desire”, and the “point of difference” of the product lies in complex sophisticated features, are you sure the consumer will perceive the product to be of greater value because of the sophisticated features? (Note: surprisingly, many times they don’t!)

No, test results indicate consumers won’t pay more for the features	1	2		
Not sure	3	4	5	
They probably will	6	7	8	
Yes, after objective testing, results indicate they will	9	10		

Does the product appeal to different market segments for different reasons?

No, only one	1	2				
Yes, to several identifiable segments	3	4	5	6	7	8
Yes, to many different segments	9	10				

Have you verified the need or desire for this product with a focus group?

No



Working on it

3 4 5 6 7 8

Yes

9 10

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