

Section 30 Questions

Does this product have more functional features, advantages and benefits than any other products on the market?

No			
One or two	3	4	5
Several	6	7	8
Yes, lots	9	10	

Are the benefits easily explained to the end-user?

No	1	2	
Difficult to explain	3	4	5
Moderately hard to explain	6	7	8
Yes, easily explained	9	10	

Does the product have both primary and secondary features and b

Yes	9	10	
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