


Section 32 Questions

What is the expected life of this product compared to the competition?

Much shorter					
A little shorter	2	3	4	5	
The same	6	7	8		
Ours lasts longer	9	10			

Have you asked focus group members how long they thought the product should last?

They thought it should last longer		1	2				
They agreed with our estimate	3	4	5	6	7	8	
They figured it should last for a shorter time than we did!	9	10					

Have you asked them if they would pay more for a product which lasted longer?

They said yes	1	2					
They were undecided	3	4	5	6	7	8	
They said no	9	10					

Have you conducted tests using both strong and weak and big and small prospective users to be sure the product will have an adequate lifespan even when the “gorillas” are using it?

No		1	2				
Working on it	3	4	5	6	7	8	
Yes	9	10					

Have you checked to be sure that the product will outlast the mandated guarantee for such products at the state and federal level?

- | | | | |
|-----------------------|---|----|---|
| No |  | 1 | 2 |
| It will in some cases | 3 | 4 | 5 |
| It will in most cases | 6 | 7 | 8 |
| It will in every case | 9 | 10 | |

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