Concept Testing Questions - An example with guidelines.

This is an illustration and description of a possible new product. Please look at it carefully and read the bullet point description.

Now I would like to ask you a few questions about the product.

How sure are you that this product would solve a problem for you in your home? (Circle the most appropriate answer.)

- Absolutely sure it would
- Almost sure it would
- It probably would
- It might or might not (Don't know)
- It probably would not
- Almost sure it would not
- Absolutely sure it would not

Which of these statements best describes how believable the picture and description of this product is to you? (Circle the most appropriate answer.)

- Firmly believe it
- Find it very easy to believe
- Find it fairly easy to believe
- Don't know whether or not to believe it
- Find it somewhat hard to believe
- Find it hard to believe
- Don't believe it

I'd like to know how unique you think this product is. Which of these statements best describes this product to you? (Circle the most appropriate answer.)

- It is the only product like it
- There may be one other like it
- There are many others like it
- Don't know

If this product were sold at one of your favorite stores at an appropriate price, how likely would you be to buy it for your own household or as a gift in the next 12 months? (Circle the most appropriate answer.)

- Absolutely sure I would buy it
- Almost sure I would buy it
- Probably would buy it
- Might or might not buy it (Don't know)
- Probably would not buy it
- Almost sure I would not buy it
- Absolutely sure I would not buy it

What, if anything, do you particularly like about this product?

What, if anything, do you particularly dislike about this product?