### **Product Development Survey Template**

1. What is your first impression of the product?

* Extremely Negative
* Negative
* Neutral
* Positive
* Extremely Positive

Please Explain:

2. If the product was available today, how likely would you be to buy it?

* Very Unlikely
* Unlikely
* Not Sure
* Likely
* Very Likely

Please Explain:

3. Overall, the product is a good value for the price.

* Strongly Disagree
* Disagree
* Neither Agree nor Disagree
* Agree
* Strongly Agree

Please Explain:

4. What do you like most about the product?

5. What about the product would you change?

