Q1 What is your first reaction to the product?
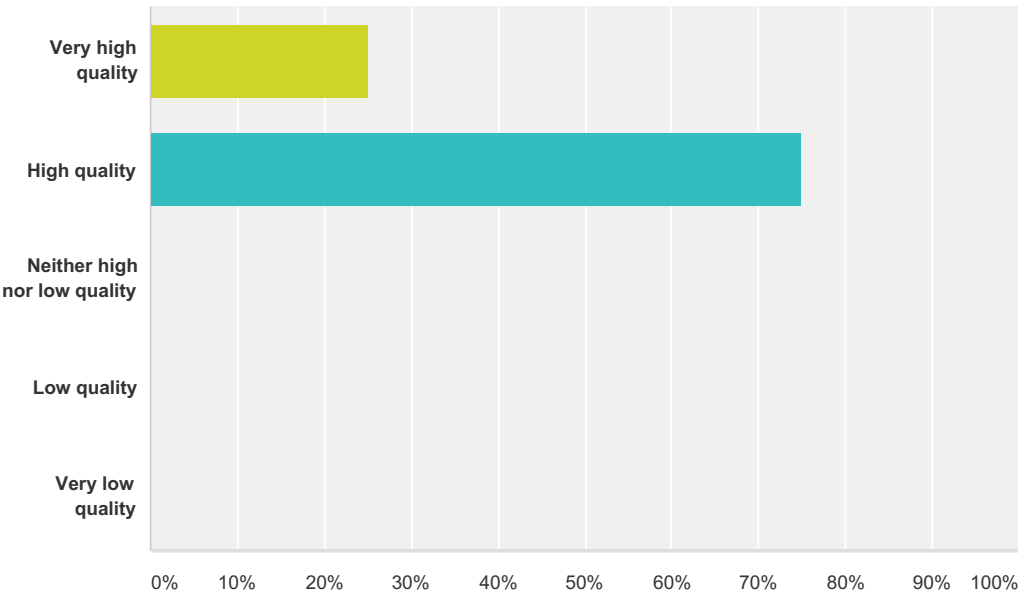
Answered: 4   Skipped: 0
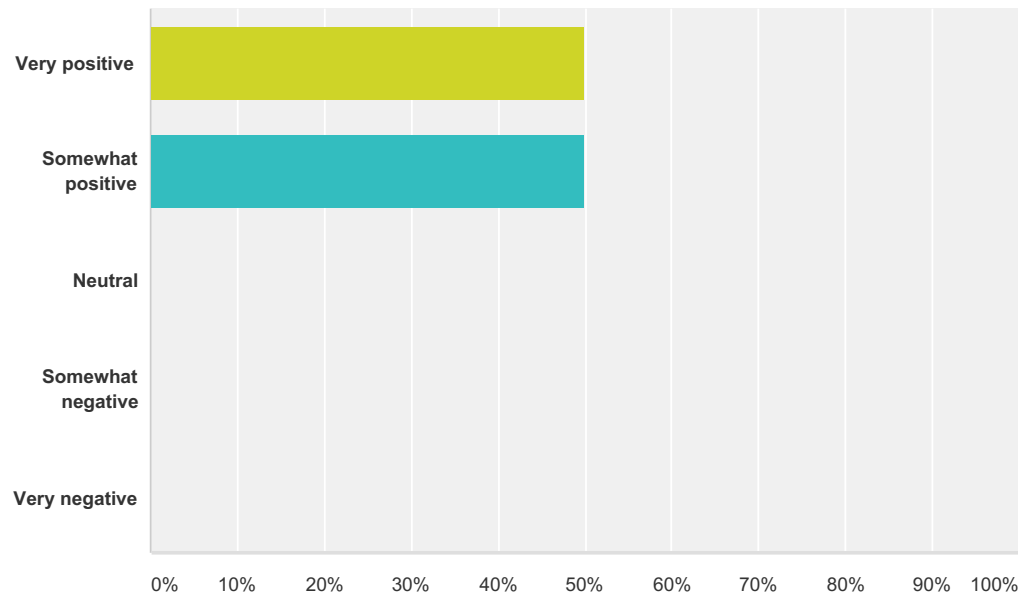
Answer Choices	Responses	
Very positive	**50.00%**	2
Somewhat positive	**50.00%**	2
Neutral	**0.00%**	0
Somewhat negative	**0.00%**	0
Very negative	**0.00%**	0
Total		**4**

Q2 How would you rate the quality of the product?

Answered: 4   Skipped: 0

Answer Choices	Responses	
Very high quality	**25.00%**	1
High quality	**75.00%**	3
Neither high nor low quality	**0.00%**	0
Low quality	**0.00%**	0
Very low quality	**0.00%**	0
Total		4

Q3 How innovative is the product?

Answered: 4   Skipped: 0
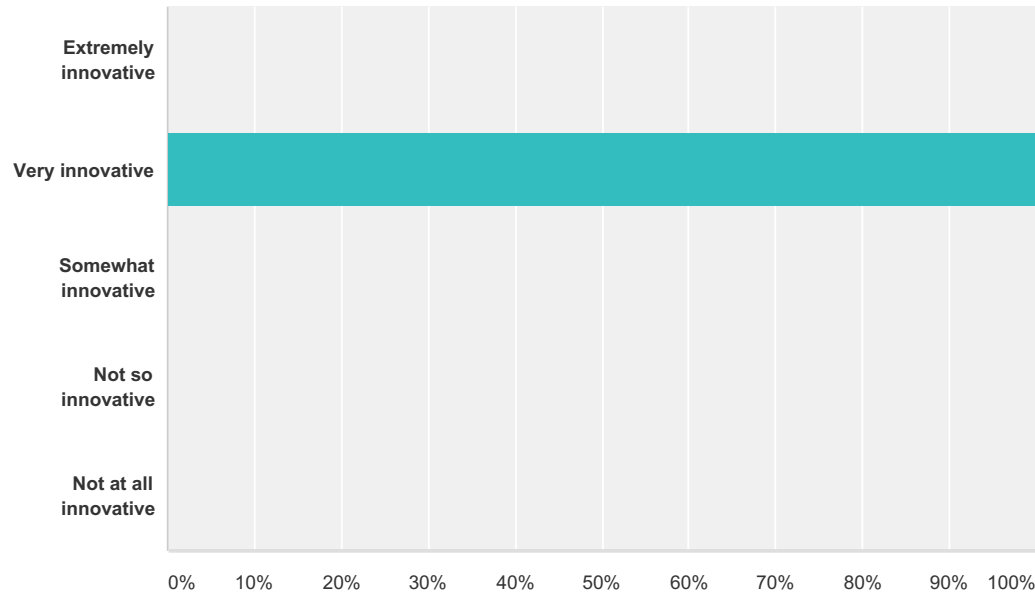
Answer Choices	Responses	
Extremely innovative	**0.00%**	0
Very innovative	**100.00%**	4
Somewhat innovative	**0.00%**	0
Not so innovative	**0.00%**	0
Not at all innovative	**0.00%**	0
Total		**4**

Q4 When you think about the product, do you think of it as something you need or don't need?

Answered: 4   Skipped: 0
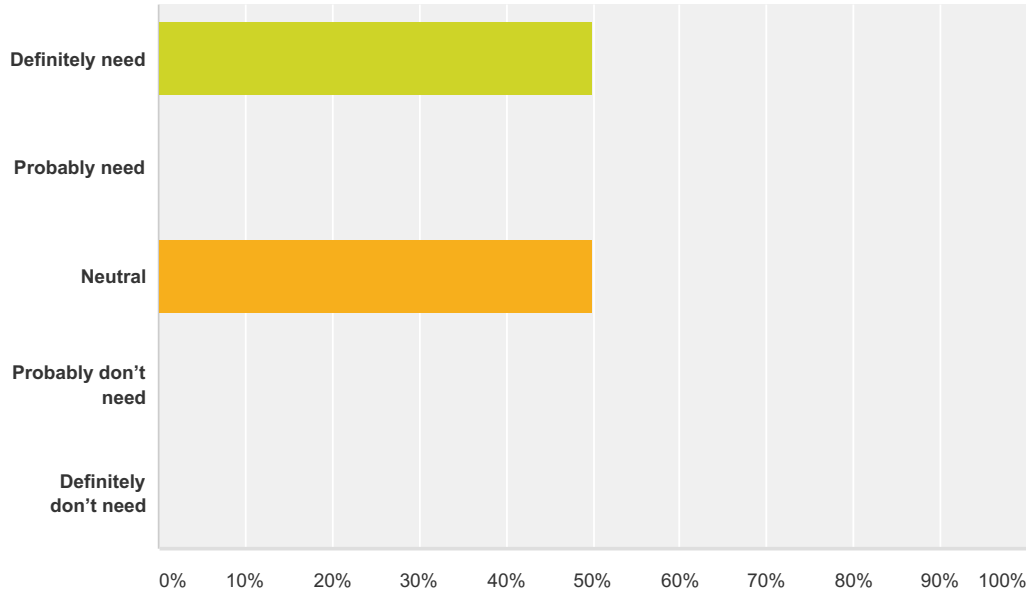
Answer Choices	Responses	
Definitely need	**50.00%**	2
Probably need	**0.00%**	0
Neutral	**50.00%**	2
Probably don't need	**0.00%**	0
Definitely don't need	**0.00%**	0
Total		**4**

Q5 How would you rate the value for money of the product?

Answered: 4   Skipped: 0
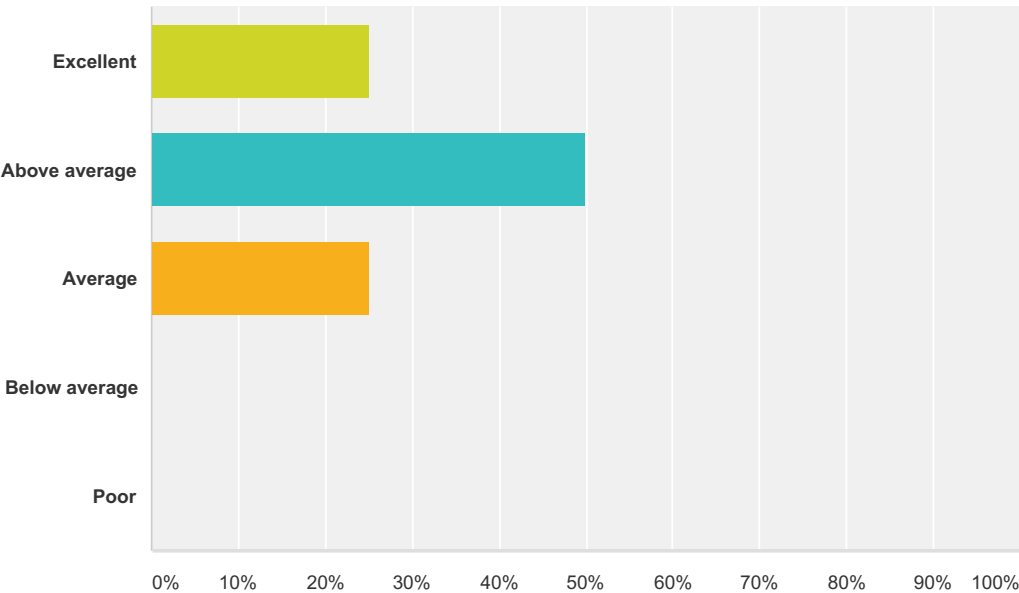
Answer Choices	Responses	
Excellent	**25.00%**	1
Above average	**50.00%**	2
Average	**25.00%**	1
Below average	**0.00%**	0
Poor	**0.00%**	0
Total		**4**

Q6 If the product were available today, how likely would you be to buy the product?

Answered: 4   Skipped: 0
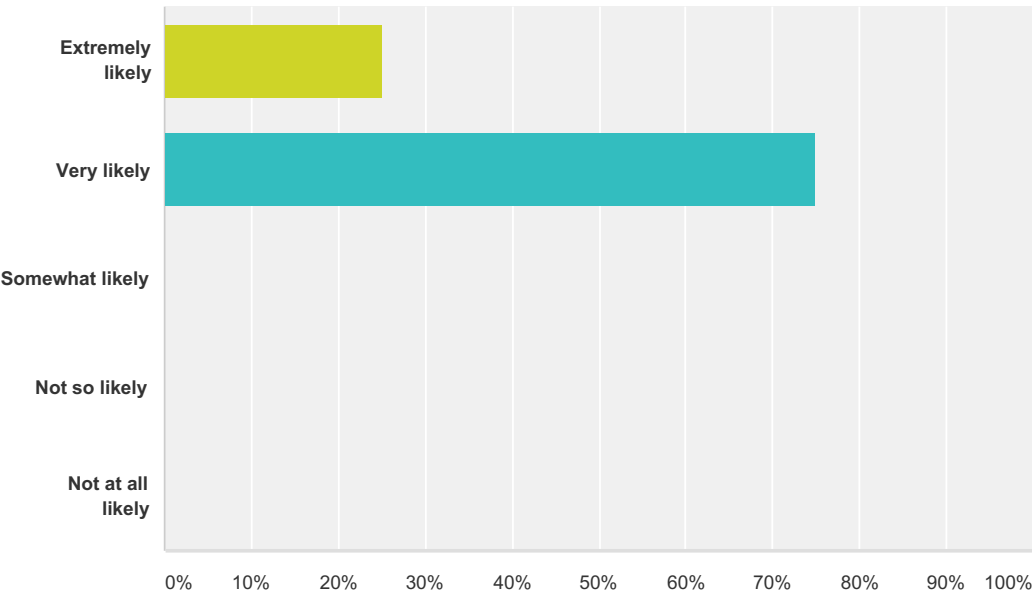
Answer Choices	Responses	
Extremely likely	**25.00%**	1
Very likely	**75.00%**	3
Somewhat likely	**0.00%**	0
Not so likely	**0.00%**	0
Not at all likely	**0.00%**	0
Total		**4**

Q7 How likely are you to replace your current product with the product?

Answered: 4   Skipped: 0
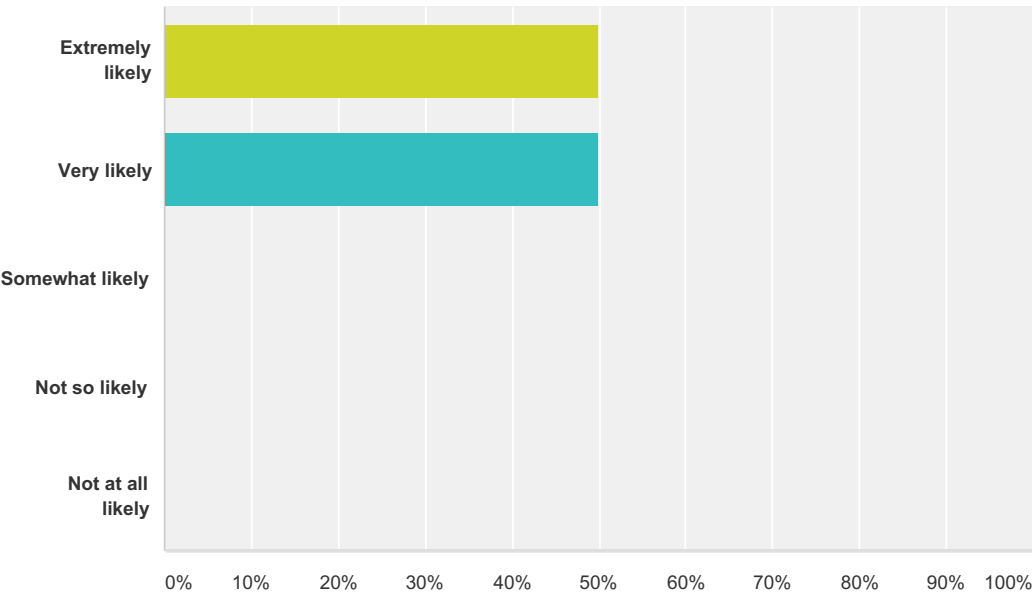
Answer Choices	Responses	
Extremely likely	**50.00%**	2
Very likely	**50.00%**	2
Somewhat likely	**0.00%**	0
Not so likely	**0.00%**	0
Not at all likely	**0.00%**	0
Total		**4**

Q8 How likely is it that you would recommend our new product to a friend or colleague?

Answered: 4   Skipped: 0
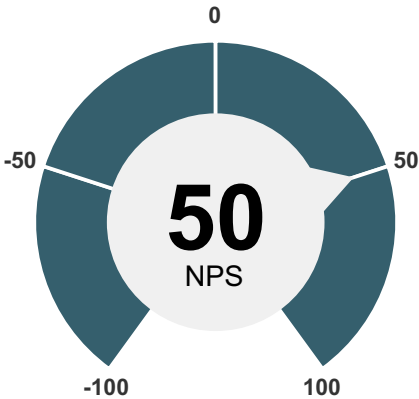
Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter® Score
0 0	**50%** 2	**50%** 2	**50**

Q9 In your own words, what are the things that you like most about this new product?

Answered: 4   Skipped: 0

Q10 In your own words, what are the things that you would most like to improve in this new product?

Answered: 3   Skipped: 1