

Questions	Choices	Answer				
Q1. Do you do chores?				Many people do household chores in Taiwan		
	Yes	38				
	No	1				
Q1.5. How often do you do it?						
	Every day	15	38.46%	70% do more than twice a week		
	More than twice a week	9	23.08%			
	Twice a week	4	10.26%			
	Once a week	11	28.21%			
Q2. Would you be likely to a sponge combined with Biotechnology?		39				
	Rate 1	0	0.00%	Not happy with their current product, so we introduce Biosponge		
	Rate 2	0	0.00%			
	Rate 3	3	7.69%			
	Rate 4	3	7.69%			
	Rate 5	4	10.26%			
	Rate 6	4	10.26%			
	Rate 7	5	12.82%			
	Rate 8	7	17.95%			
	Rate 9	3	7.69%			
	Rate 10	9	23.08%			
Q3. Where would you like to see this product in? (MC)						
	Convenient stores	19				
	Supermarkets	28				
	Online websites	20				
	Others:	2				
Q4. What price would be likely for you to buy this product?						
	\$100-\$200	30				
	\$200-\$300	7				
	\$300 or above	0				
	Others:	2				
Q5. How would you like our product to be named? (Only for english version)						
	Biyond	7				
	Biosponge	5				
	Fiberclean	2				
	Washio	2				
Q6 Our product provides 3 main benefits, would you buy it? (38 Participants)						
*only positive answers	Regeneraton	23		Focus on the main benefits, and promote them in our poster		
	Without cleaning liquid	32				
	Self-cleaning	32				