



# Sales Survey

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1. Rank between 1 and 10 on how good does the product look?

(1= lowest, 10=Highest)

1	2	3	4	5	6	7	8	9	10
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1. Rank between 1 and 10 on how well this product suits students?

(1= lowest, 10=Highest)

1	2	3	4	5	6	7	8	9	10
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2. Is the selling price of the product reasonable?

Yes	No
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If not, what price is reasonable for you?

Please state: \_\_\_\_\_

3. If you could improve/change something about this product to make it valuable for you to purchase, what would you change?

Please state: \_\_\_\_\_

4. Would you purchase this product?

Yes	No
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If not, what is the main reason

Please State: \_\_\_\_\_

5. Do you think the content of eCook is sufficient to be an interactive cookbook?

Yes	No
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If not, what is the main reason

Please State: \_\_\_\_\_

6. Rank between 1 and 10 on how intuitively useable (User Friendly) it is?

(1= lowest, 10=Highest)

1	2	3	4	5	6	7	8	9	10
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What could be done to improve it even more?

Please state: \_\_\_\_\_

7. Do you feel eCook could be used by a wider target market (rather than only students)?

Yes	No
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If not, how could it be improved to appeal to a wider target audience?

Please State: \_\_\_\_\_

8. Would you like to use iOS or Android app version of eCook in the future?

Yes	No
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If yes, how much would you be willing to pay for the app?

Please State: \_\_\_\_\_