



Sales Survey

03/06/2014

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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 |
|---|---|---|---|---|---|---|---|---|----|

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 |
|---|---|---|---|---|---|---|---|---|----|

2. Is the selling price of the product reasonable?

| | |
|-----|----|
| Yes | No |
|-----|----|

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 |
|-----|----|

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 |
|-----|----|

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 |
|---|---|---|---|---|---|---|---|---|----|

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 |
|-----|----|

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 |
|-----|----|

If yes, how much would you be willing to pay for the app?

Please State: _____