**Focus Group: Product Pitch Questionnaire**

**January 5, 2012**

Name:

**Product**

1. Would you find the product useful?

Low 1 2 3 4 5 High

1. What are the three most exciting things about the product?
2. If this product was available today, what would compel you to start using it immediately?

1. What would make you reluctant to use this product?

1. Do you have any other feedback about the product?

**Branding & Name**

1. What do you think of “Zaplify” as a name?

Low 1 2 3 4 5 High

What image or feeling does “Zaplify” evoke?

Does the product name fit the product description?

Low 1 2 3 4 5 High

1. Please rank the following names from “best” (1) to “worst” (8)

\_\_\_ Zaplify

\_\_\_ MyValet

\_\_\_ HubrBub

\_\_\_ HoneyToDo

\_\_\_ ZapGenie

\_\_\_ SmartPlannr

\_\_\_ TaskStore

\_\_\_ ZapList

1. What do you think of the tagline “simplify your life”?

Does the tagline “simplify your life” fit the product description?

Low 1 2 3 4 5 High

1. Do you have any other suggestions for product name or tagline?

**Presentation**

1. What are three points you remember from the presentation?
2. Was the “pitch” clear and to the point?

Low 1 2 3 4 5 High

1. What questions did the presentation leave unanswered?
2. How can the presentation be improved?

**Other Feedback & Comments**