**Focus Group: Product Pitch Questionnaire**

**January 5, 2012**

Name:

**Product**

1. Would you find the service useful?

Low 1 2 3 4 5 High

1. What are the three most compelling things about it?
2. What would the product have to do in order to earn you as a customer?

1. What concerns would you have?

1. What would the product have to do (or NOT do) to earn your trust?

**Branding & Name**

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

Low 1 2 3 4 5 High

1. What image or feeling does it evoke?
2. Does the product name fit the product description?

Low 1 2 3 4 5 High

1. What do you think of the tagline “simplify your life”?
2. Does this tagline fit the product description?

Low 1 2 3 4 5 High

1. Please label the following names from “best” (1) to “worst” (8)
   1. Zaplify
   2. GitterDone
   3. ZapGenie
   4. HoneyDoList
   5. ZapNinja
   6. HoneyToDo
   7. ZapChap
   8. ZapList
2. What other product name or tagline would be more appropriate?

**Presentation**

1. What were your top three takeaways from the presentation?
2. Was the “pitch” clear and to the point?

Low 1 2 3 4 5 High

1. What about the presentation was not clear?
2. How can the presentation be improved?

**Other Feedback & Comments**