**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 exciting things about it?
2. What are the must-have features the product would need for you to use it?

1. What would stop you from using the 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

1. What image or feeling does “Zaplify” 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 “simplify your life” fit the product description?

Low 1 2 3 4 5 High

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

\_\_\_ Zaplify

\_\_\_ MyValet

\_\_\_ HubrBub

\_\_\_ HoneyToDo

\_\_\_ ZapGenie

\_\_\_ SmartPlannr

\_\_\_ TaskStore

\_\_\_ ZapList

1. 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**