**Zaplify Focus Group Product Pitch Questionnaire**

**January 5, 2012**

**Name:**

**Product**

Low 1 2 3 4 5 High

1. Would you find the service useful?
2. What are the three most compelling things about it?
3. 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?

**Brand/Name**

Low 1 2 3 4 5 High

1. What did you think of “Zaplify” as a name?
2. What image or feeling does it evoke?

Low 1 2 3 4 5 High

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

Low 1 2 3 4 5 High

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

**Presentation**

1. What were your top three takeaways from the presentation?

Low 1 2 3 4 5 High

1. Was the “pitch” clear and to the point?
2. What was left unclear?
3. How can we improve it?

**Other Feedback**