



OnePulse

20+

**COMMON PRODUCT  
DEVELOPMENT  
QUESTIONS**

# Product Development

## Discovery and Validation

- What challenges do you encounter when doing \_\_\_\_?
- What brands are your go-to when you want to \_\_\_\_?
- What do you like most about (brand name, product category, activity, place, etc.)?
- What do you dislike most about (brand name, product category, activity, place, etc.)?
- When you want to \_\_\_\_, what do you currently do?
- Would something that does \_\_\_\_ make your life easier?
- Based on this description, how much would you be willing to pay for this product?



**What do you dislike most about shopping for jeans?**

I can rarely find a pair that fits my body type

I don't know what style will look good on me

The jeans in the store are too expensive

The jeans I buy don't last long enough

It takes too much time to shop for jeans



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# Product Development

## Prototyping and Pre-Launch

- What do you think this product is for?
- What would you expect this product to (do, taste, feel like, etc)?
- What's the first thing you'd do with this product?
- If you had a magic wand, how would you change this product?
- Look at (prototype a). How interested are you in buying this product?
- What do you like most about (prototype a) compared to (prototype b)?
- Which of the following product features do you find the most/least useful?
- Does anything seem out of place with (prototype a) / (prototype b)?



**What's the first thing you'd do after wearing this pair of jeans?**

Go on a date



Meet up with friends or family

Hang out at home

Spend time outside



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# Product Development

## Post-Launch

- Why would you choose to buy (new product) over (old product, competitor brand, etc.)?
- What would you add or remove about this product?
- How often do you plan on using this product?
- Rate your overall experience with this product.
- How likely are you to recommend this product to a friend?
- How likely are you to replace your current product with this one?
- What was your first reaction after buying this product?
- How easy is it to use our product?



**How likely are you to recommend our jeans to a friend?**

Very likely

Likely

Neutral

Not Likely

Very unlikely



**OnePulse**

# Turn research into an engaging, real-time conversation.

**OnePulse is a self-serve consumer opinion platform that reaches people where they're most comfortable - on their mobile phones.** Our user-friendly app helps brands, marketing agencies and media publishers make smart business decisions in minutes, not weeks.



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Question everything.

