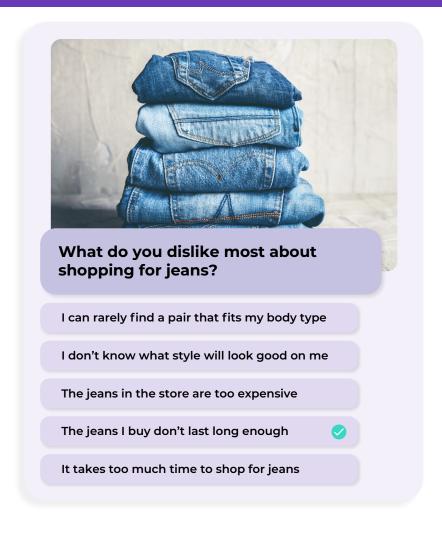


20+ COMMON PRODUCT DEVELOPMENT QUESTIONS

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?

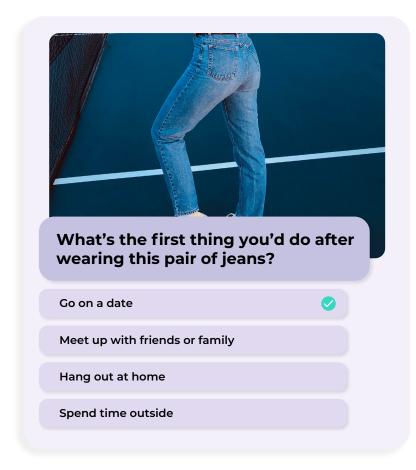




Product Development

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)?

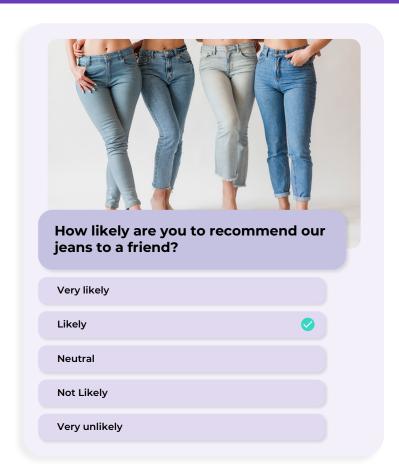




Product Development

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?





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