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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