

Product Development Survey Template

1. What is your first impression of the product?

- Extremely Negative
- Negative
- Neutral
- Positive
- Extremely Positive

Please Explain:

2. If the product was available today, how likely would you be to buy it?

- Very Unlikely
- Unlikely
- Not Sure
- Likely
- Very Likely

Please Explain:

3. Overall, the product is a good value for the price.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

Please Explain:

4. What do you like most about the product?

5. What about the product would you change?