

Product Evaluation Questionnaire for Packaging Design

Conducting a **product evaluation questionnaire** for packaging design helps gather vital feedback on aesthetics, functionality, and user appeal. This tool ensures the packaging meets consumer expectations and enhances brand perception. Insights from the questionnaire guide improvements for optimizing market success.

General Information

Name:

Age:

Gender:

Select

Packaging Design Evaluation

1. How attractive do you find the packaging design?

1 2 3 4 5 (Very attractive)

2. Is the packaging easy to open and use?

Yes No

3. How would you rate the durability of the packaging?

1 2 3 4 5 (Very durable)

4. Does the packaging clearly communicate the product's information (name, usage, ingredients, etc.)?

Yes No

5. What is your overall impression of the packaging?

Excellent Good Average Poor

Suggestions & Comments

Please provide any suggestions or comments for improving the packaging design:

Submit