

# 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: