

Product Pre-Launch Survey

Conduct a **product pre-launch survey** to gather valuable customer insights and preferences, ensuring your offering meets market demands. Incorporate competitor analysis to identify strengths and weaknesses in rival products, enhancing your strategic positioning. This combined approach helps optimize product development and marketing strategies for a successful launch.

Survey Instructions

Please answer the following questions to help us better understand your needs and preferences. Your feedback will guide us in developing a product that delivers the best value.

General Information

Age:

Occupation:

Product Preferences

What features do you most value in similar products?

How likely are you to try a new product in this category?

- Very likely
- Somewhat likely
- Not likely

Competitor Analysis

Which competitor products do you currently use?

List brands or products

What do you like most about these competitor products?

What do you dislike or what could be improved in these competitor products?

Final Thoughts

What would make you consider switching to a new product?

Any additional comments or suggestions?