

Product Evaluation Survey Questions for New Product Launch

Conducting a **product evaluation survey** is essential for gathering valuable feedback during a new product launch. These survey questions help identify customer preferences, satisfaction levels, and areas for improvement. Utilizing targeted queries ensures insightful data to refine the product and enhance market success.

Sample Survey Questions

1. **How did you first hear about our new product?**
 - Social Media
 - Friends/Family
 - Online Ads
 - In-store
 - Other (please specify)
2. **How satisfied are you with the overall quality of the product?**
 - Very satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very dissatisfied
3. **What features do you like most about the product?**
(Open-ended)
4. **Are there any features you feel are missing or could be improved?**
(Open-ended)
5. **How likely are you to recommend this product to others?**
 - Extremely likely
 - Very likely
 - Somewhat likely
 - Not so likely
 - Not at all likely
6. **Was the price of the product reasonable?**
 - Very reasonable
 - Somewhat reasonable
 - Neutral
 - Somewhat unreasonable
 - Very unreasonable
7. **How easy was it to use the product?**
 - Very easy
 - Easy
 - Neutral
 - Difficult
 - Very difficult
8. **Do you have any additional comments or suggestions?**
(Open-ended)