

Product Pre-Launch Survey Questions for New Tech Gadgets

Conducting a **product pre-launch survey** for new tech gadgets helps gather valuable customer feedback and insights. These questions identify user preferences, potential features, and market demand before the official release. This approach increases product success by aligning development with consumer needs.

Sample Survey Questions

- 1. Demographics**
 - What is your age group?
 - What is your occupation?
 - Where are you located?
- 2. Tech Usage**
 - How often do you purchase or upgrade tech gadgets?
 - What types of tech gadgets do you use most frequently?
- 3. Product Awareness**
 - How did you hear about this upcoming tech gadget?
 - What feature(s) caught your attention about this product?
- 4. Feature Preferences**
 - Which of the following features are most important to you? (Select all that apply)
 - Are there any features you wish to see in this gadget?
- 5. Purchasing Behavior**
 - What is your expected price range for a gadget like this?
 - What factors influence your purchasing decision the most? (e.g. price, brand, features, reviews)
- 6. Market Fit**
 - What current gadgets do you use that could be replaced by this new product?
 - What problems do you hope this product will solve for you?
- 7. Adoption Intent**
 - How likely are you to buy this gadget when it launches?
 - Would you be interested in signing up for early access or beta testing?
- 8. Feedback & Suggestions**
 - Do you have any additional comments or suggestions for the product team?

Conclusion

Using these questions in your pre-launch survey will help you gain valuable insights to inform product development, tailor marketing strategies, and ensure a successful launch for your new tech gadget.