Product Concept Testing
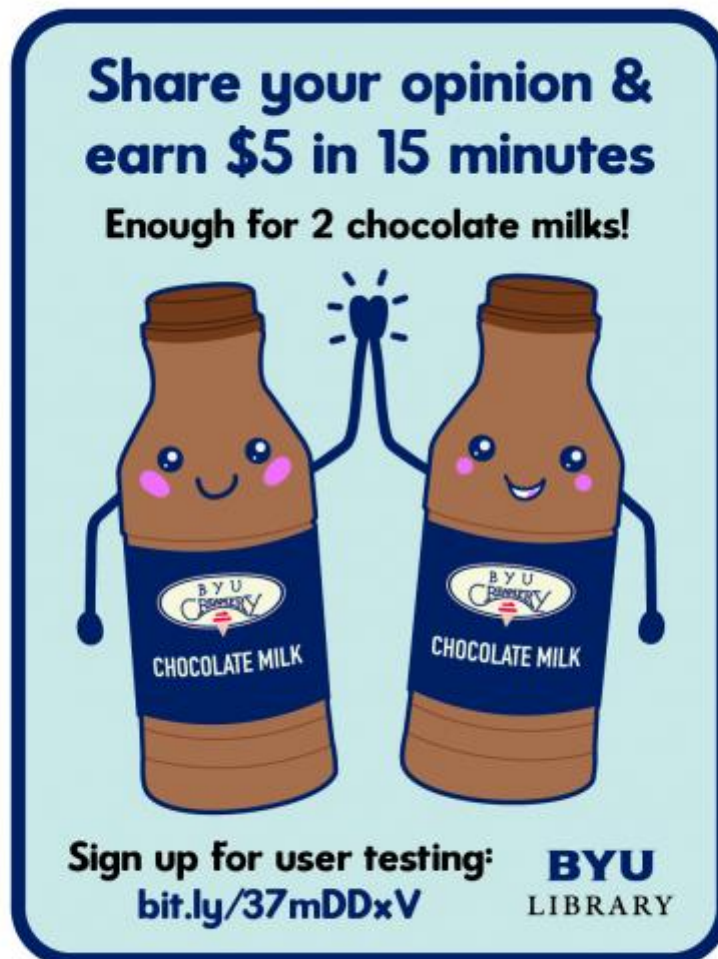
These questions ask for your feedback on a sticker concept. Your answers will help us understand the strengths and weaknesses of our designs.

When you hear the words, "User Testing", what are your initial reactions?

Here is the 1st sticker option:

What are 3 words you would use to describe this image?

How likely would you be to take a sticker with this image on it?

○ Extremely unlikely

○ Somewhat unlikely

○ Neither likely nor unlikely

○ Somewhat likely

○ Extremely likely

Here is the 2nd sticker option:
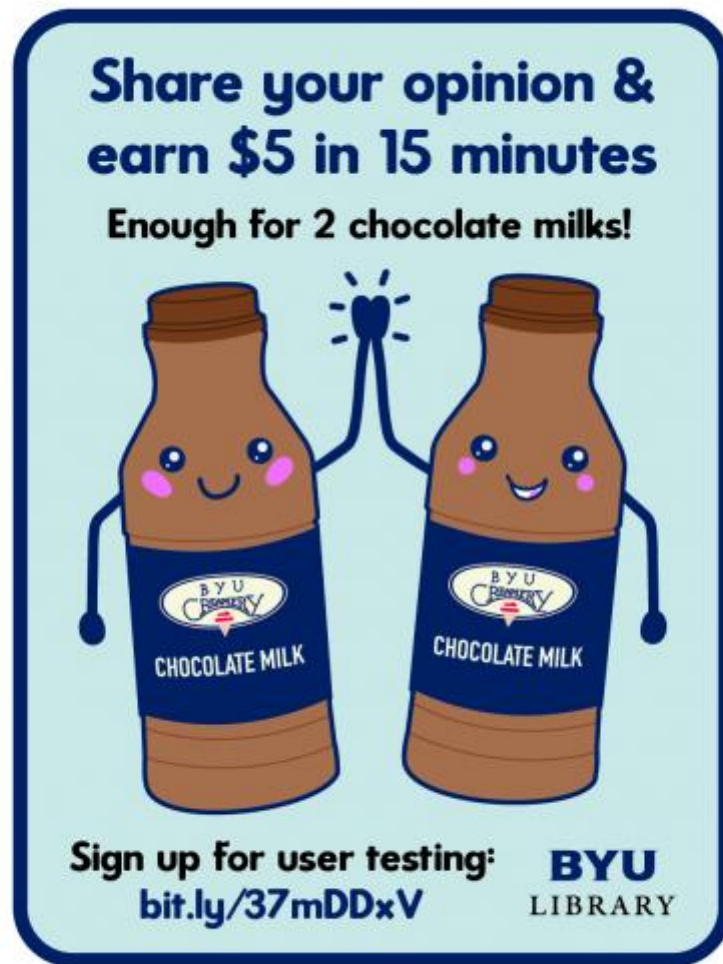
What are 3 words you would use to describe this image?

[   ]

How likely would you be to take a sticker with this image on it?

○ Extremely unlikely

○ Somewhat unlikely

○ Neither likely nor unlikely

○ Somewhat likely

○ Extremely likely

Of these two options, which would you be more likely to take?

○

Y Mountain

○

Chocolate Milks

If you have any addition comments or thoughts, please write them here:

Would you like to be added to our user testing email list to participate in paid user interviews?

○ Yes
○ No

Please enter your email address: