

Product Evaluation Tool

The Product Evaluation Tool is an example of a survey that can be given to your customers after they have purchased and used your product for some period of time. The purpose of this tool is to better understand how customers feel about your product so that it can be modified or improved over time. The questions below are samples. You may need to modify accordingly to fit your own product or service.

<Product Type>

Date _____

Name of Participant _____

Village/City/Location _____

Age _____

Gender _____

Section A: Background and Brief

Brief the participants on the purposes of the research. Tell them what you are asking them to do.

- Provide feedback on your product.
 - o Do you like the product? (Is the product *appealing*?)
 - o Does the product work for you? Does it fit in your home? (Is the product *appropriate*?)
 - o What would make the product more appropriate or appealing to you?
- Honest criticism and feedback are needed.

Give the participants a brief description of the product. Example:

- A ceramic water pot filter (CWP).
- Used to filter household drinking water.
- Designed and manufactured in Cambodia.

Introduce participants to the rating scale. Choose obvious questions to help them understand what different points in the scale mean. For example:

- It is hot outside



1

2

3

Disagree

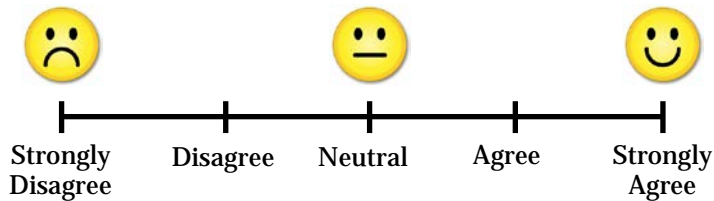
Neutral

Agree

B1: Initial Impressions

Show the participant the product. Using the following scale, ask the participant to rate the product on the following questions.

Sample rating scale:



1. The shape is appealing to the eye.
2. The size of the product is just right.
3. The product would look good/fit in with the rest of the things in my home.
4. The material lasts for a long time.
5. The material is good to look at.
6. The product is easy to use.
7. The product works the way it is supposed to.
8. I would recommend this product to my family or friends.

Section B2: Probe for Details

After the participant has rated the product on the above questions, the interviewer should probe for additional details. For example, *"You strongly disagreed about the size of the product. What made the product the wrong size for you?"*

Sample probes for the above questions:

1. The shape is appealing to the eye.
 - a. Why or why not?
 - b. What do you like most/least about the shape?
2. The size of the product is right.
 - a. What makes the product the right/wrong size for you?
3. The product looks good/fits in with the rest of the things in my home.
 - a. Why or why not?
 - b. Where do you put the product?
4. The product lasts for a long time.
 - a. How long do you think this product will last?
5. The material is good to look at.
 - a. Why or why not?
 - b. If not, what material would you prefer it be made of? Why?
 - c. Color?
6. The product is easy to use.
 - a. Why or why not?
7. The product works the way it is supposed to.
 - a. Why or why not?
8. I would recommend this product to my family or friends.
 - a. Why or why not?

Section C: Open-Ended Questions

If you would like the participant to have a hands-on experience of the product, this would be the place where you could have the user interact with the product.

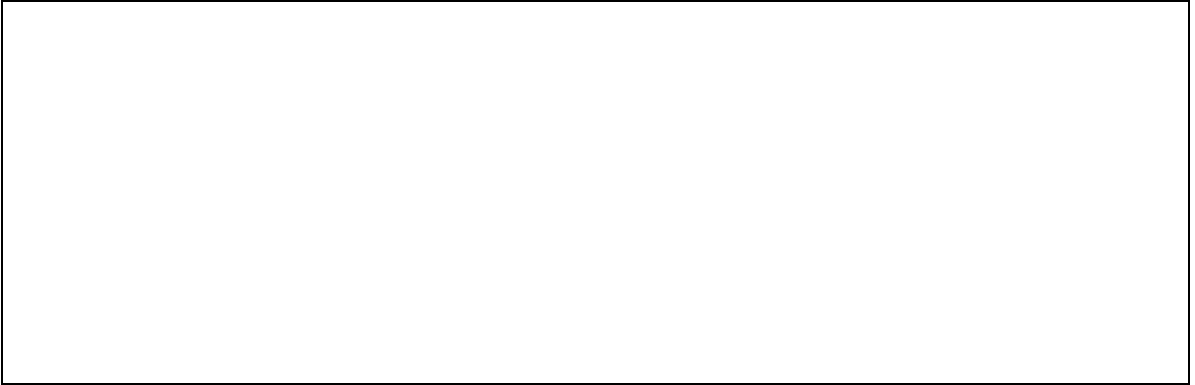
1. What do you like most about this product? Probe for details.

2. What do you dislike most about this product? Probe for details.

3. Is the product worth the price you paid for it?

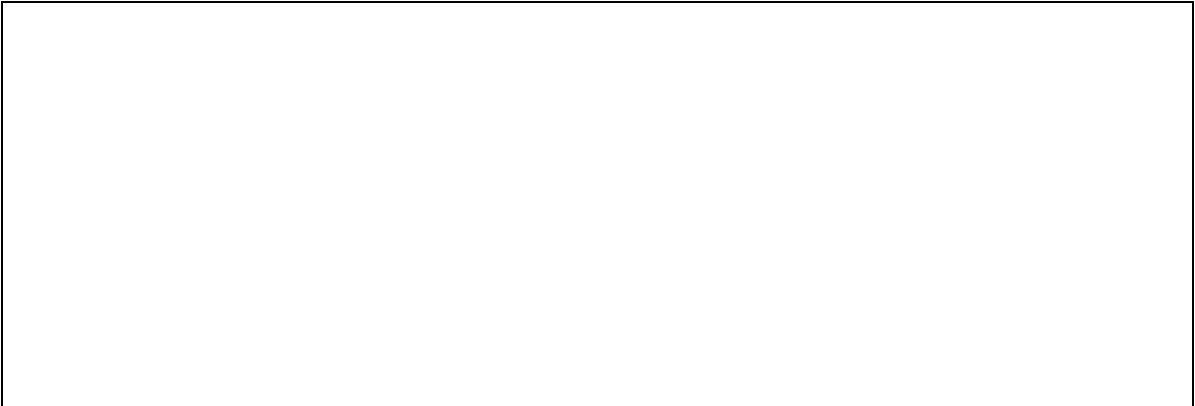
What other similar products in your home are comparable to this price?

4. Where did you purchase this product?



5. Do you have any concerns/questions about this product (concerned about any problems with the product)? Probe for details.

Why would/wouldn't you buy this product?



6. Is there anything else you would like to tell me, but I have forgotten to ask?

(Note: this question can often yield some interesting information and feedback.)

