Sniff Test Questions

Prepare a one paragraph description of the product/service.

How likely are you to buy this product/service?
_________ Definitely would buy
_________ Probably would buy
_________ Might or might not buy
_________ Probably would not buy
_________ Definitely would not buy

How much would you be willing to pay for this product/service?

Where would you expect to find this product/service for sale?

Are you buying this product/service now?
_________ (Yes or No). If yes, whose product/service are you currently using?_________________

How would you decide whose product/service to buy?
(Provide a choice of the most important purchasing criteria, e.g.)
Location
Durability
Speed
Design
Price
etc