

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