

MTestJapan.com Consumer Testing Physical Survey

(Sample Template)

Project Name: Australian natural honey survey 16Nov2012 v1-6

Customer: Australia Anytime Honey Pty., Ltd.

Sector: Food/supplements/OTC medicines

Audience: Physical + digital assets, 100 consumers

Explanation: There are 4 steps to using MTest's service: Personal Data -> Survey -> InfoPack -> Quote Request. This template refers to Physical Consumer Testing Survey.

The Physical Consumer Testing survey is a series of questions (in our example, in the food sector) that you want to ask our consumer panelists, in addition to sending him/her the actual physical product. All questions will be translated by us prior to sending to each panelist. There are two sections to this survey:

- Pre-screening – lets you define minimum experience a panelist should have.
- Main Survey – you ask specific questions relating to your product.

How to get there:

- First register, then log-in, then click on any Order Now or Quote Requests links. After filling out your Personal Data, you will be asked to “Create a New Survey”.
- Choose the **Consumer Testing Physical** option
- Enter or modify the default questions as required.

For help, please refer to the “How to Use” instruction box on the Survey page.

CONSUMER PRE-SCREENING

Note: Pre-screening is not available for Consumer Testing Physical surveys. However, limited demographic filtering is available on request.

MAIN SURVEY QUESTIONS

Note: This is the Consumer Testing Physical survey. The standard length is 12 questions, although you can buy up to 25 – see Pricing for options. Panelists will spend up to 2 minutes on open-ended questions, typically taking 15-25 minutes for the whole survey. This template is for guidance only. You may modify/delete/add any question not marked with an asterisk (*). Those with an asterisk are compulsory and must be left in the survey as is.

Product – Physical + Digital Assets Assessment:

1. * Evaluate the maker's product positioning statement – relevancy and appropriateness in Japanese market
 - [_____].
2. * Comment on the condition of the shipping packaging as received for this survey – if damaged, please send us a photo.
 - [_____].
3. Comment on the contents container physical appearance – quality, materials used, and general attractiveness.
4. Comment on the contents container packaging text and directions – applicability, thoroughness, and detail required for Japanese market.
 - [_____].
5. Contents physical qualities – flow, clarity, consistency, color, smell
 - [_____].
6. If appropriate, contents taste evaluation – strength, sweetness, compatibility with yoghurt/teas and other foods commonly sweetened, other factors
 - [_____].
7. Do the physical size and weight of product, compare favorably with Japanese consumer expectations?
 - [_____].
8. Contents container functionality – opening/closing, ability to preserve contents, dispensing ability, functional design values. (Good or negative comments, improvements needed if any)
 - [_____].

Market

9. Special certificates, marks, properties of product and how they will influence Japanese buyers (e.g., organic, FDA-certified, no preservatives, etc.)?
 - [_____].

10. What do you think of suggested pricing?
- Expensive Cheap Just right
11. Why?
- [_____].
12. Would you give this product as a present or sample to a friend?
- Yes No
13. Why?
- [_____].
14. Will consumers buy this product online directly from Australia?
- Yes No Maybe
15. Why?
- [_____].
16. * Will this product sell well in Japan?
- Yes No Maybe
17. Why?
- [_____].
18. Do you want to try other products from this company?
- Yes No Maybe

Competition

19. Give URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.
- [www._____]
20. Give 2nd URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.
- [www._____]
21. Give 3rd URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.
- [www._____]