

Getting to Know Your Target Consumer

1. Tell me about the first time you tried this product? What made you pick it up?
2. Why have you continued to buy this product?
3. Who uses the product and when do they use it? Describe the perfect scenario for using this product?
4. What does this product do better than anything else? Is there anything that you wish was different?
5. If you couldn't get this product, what would you buy as a substitute? What do you like about that?
6. If you could buy this product at retail, what would you expect it to cost?