

Concept Testing Survey Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Review the concept description supplied with this survey. Tell us what you understand and how it might fit your needs. The concept is a proposal, not a promise of an available product. All questions are optional.

1. In your own words, what would this concept help someone do?

2. How relevant is the problem it addresses to you?

- ☐ Not at all relevant
- ☐ Slightly relevant
- ☐ Moderately relevant
- ☐ Very relevant
- ☐ Extremely relevant
- ☐ Not sure

3. How do you handle this need today?

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4. What, if anything, seems useful about the proposed approach?

5. What concerns or unanswered questions do you have?

6. How likely would you be to try this idea if it were available as described?

- ☐ Very unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Very likely
- ☐ Not enough information

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7. What one change would make the concept more useful to you?
