

Package 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 packaging image provided. Answer only from what you can see. This survey does not ask you to judge the product inside or how the physical package performs.

1. What do you think this package contains?

2. Which part of the packaging caught your attention first?

3. How easy is it to read the product name in this image?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither difficult nor easy
- ☐ Somewhat easy
- ☐ Very easy
- ☐ I cannot find a product name

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4. How clear is the information about what the product is for?

- ☐ Very unclear
- ☐ Somewhat unclear
- ☐ Neither clear nor unclear
- ☐ Somewhat clear
- ☐ Very clear
- ☐ That information is not shown

5. How visually appealing is this packaging?

- ☐ Not at all appealing
- ☐ Slightly appealing
- ☐ Moderately appealing
- ☐ Very appealing
- ☐ Extremely appealing

6. What information would you want to see before deciding whether to buy this product?

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7. What one change would make this packaging easier to understand?
