

Focus Group Feedback

Ask the following questions to someone who is not familiar with your product, company, or design and record their honest feedback.

- What is the product or service?
 - What in the sketch made you conclude that?
- What is the company that is selling the product or service?
 - What in the sketch made you conclude that?
- What is the product's purpose?
 - What in the sketch made you conclude that?
- What is the company's mission?
 - What in the sketch made you conclude that?
- What does the logo communicate?

- What feelings do you get from the package design sketch?
 - What in the sketch made you conclude that?
- Do you have any emotional connections to the design so far?
- What is clear?
- What needs revising?