

JackPack Market Research Questionnaire

For Daycare Providers, Parents, and Athletic Organizations/Coaches

Purpose: This questionnaire aims to gather insights and feedback on the potential usefulness and demand for the JackPack, a combined jacket and backpack designed to keep children's belongings together. Your responses will help us refine the product and understand its market potential.

Current Challenges:

1. Question: What are the most common challenges you face with children misplacing their jackets or backpacks?

2. Question: How interested would you be in a product that combines a jacket and a backpack into one, ensuring both items stay together?
 - A. Very interested
 - B. Somewhat interested
 - C. Neutral
 - D. Not very interested
 - E. Not interested at all

3. Question: Which features of a combined jacket and backpack would be most important to you? (Select all that apply)
 - A. Durability
 - B. Weather resistance
 - C. Multiple storage compartments
 - D. Lightweight design
 - E. Stylish appearance
 - F. Ease of use
 - G. Safety features

4. Question: In what scenarios do you think a combined jacket and backpack would be most beneficial? (Select all that apply)
 - A. Daily school routine
 - B. After-school activities
 - C. Sports practices and games
 - D. Family outings and travel
 - E. Other (please specify)

5. Question: What price range would you consider reasonable for a high-quality combined jacket and backpack?
- A. Under \$50
 - B. \$50-\$75
 - C. \$75-\$100
 - D. \$100-\$150
 - E. Over \$150.

Follow-Up (Optional): What factors influence your pricing expectations? (e.g., quality, brand reputation, additional features)

Thank you for taking the time to provide your valuable feedback. Your insights are crucial in helping us develop a product that meets your needs and expectations. If you have any additional comments or suggestions, please feel free to share them below.

Name:

Email Address:

Industry/Parent