

CHAPTER 5 *EXERCISE*

Key questions for optimizing your product and engaging customers:

1 Is there any aspect of your product that is hard to use or apply? If yes, what modifications will you make?

2 Which product benefits are vital and why?

3 What consumer problem should your product eliminate?

4 Which benefit most interests the consumer?

5 What should your product help the customer achieve, save, or gain?

6 Does your product need simplification or changes? If yes, what changes will you implement?



7 What elements of your product should be removed or added? If applicable, what is your plan for this?



8 What is the main complaint about your product? How will you address it?



9 Why are some potential users not utilizing your product? If there is a reason, what is your strategy to involve them?



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Are there inconsistencies in your product? If yes, what steps will you take to address them?

