

BFAC Product & Concept Testing Survey

Please rate the following questions 1 – 5. 1 being least favorable and 5 being most favorable.

1. Comfort of mouthpiece:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

2. Did the hump in the middle of the mouthpiece help you locate where to bite?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

3. Did the unit provide adequate amperage control?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

4. Would you change the sensitive of the unit (changes amps too slow or too fast)? If so, what would you change?

5. Is the sanitary sleeve comfortable?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

6. How likely would you be to purchase this product?

Very likely ☐ **Likely** ☐ **Neutral** ☐ **Not likely** ☐

7. How often could you find a use for this product?

Once a week or more often ☐ 2-3 times a month ☐
Once a month Every ☐ 2-3 months ☐ 2-3 times a year ☐
Once a year ☐ Would not use ☐

8. What price range would you expect to pay for the product?

\$300-\$400 ☐ \$400-\$500 ☐ \$500-\$600 ☐ \$600-\$700 ☐
Over \$700 ☐

9. Overall, what is your reaction to the product idea?

- ☐ I like the idea and it solves a problem in the market today.
- ☐ I like the idea, but it only provides minimal to no improvement over products today.
- ☐ Neutral – The products available today serve my needs better
- ☐ I don't like the idea –

Why? _____

Name: _____

Phone: _____

Email: _____

Thanks for the help!!

Keith McConnell

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