

Scorecard on Product Research

- Did the article clearly outline the steps involved in product research? Were you able to follow the process from identifying market needs to launching the product?
- Were the steps explained in sufficient detail?
- Did you find the explanations informative and easy to understand?
- Do the steps provided seem practical and applicable to real-life examples?
- Can you envision yourself or other entrepreneurs implementing these steps in your product research?
- Did the article cover all four types of new product research (concept testing, product testing, market testing, and post-launch evaluation)? Were each of these types well-explained?
- Were there examples or scenarios provided to illustrate how each type of research can be applied? Did these examples help you understand the concepts better?
- Did the article make a clear distinction between product discovery and product research? Were you able to understand the differences between these two phases?
- Were the explanations of product discovery and product research thorough and insightful? Did they provide you with a deeper understanding of each phase?
- Can you see the value in separating product discovery from product research in your projects?
- Did the article effectively identify and explain the benefits of conducting thorough product research?
- Do the benefits discussed resonate with your experiences or challenges as an entrepreneur?
- Can you relate to the advantages outlined in the article?
- Was the article engaging and interesting to read? Did it keep your attention throughout?