

Paper Doll Affair Focus Group

Purpose:

The purpose of this focus group is to evaluate the website, product, and packaging of the Paper Doll Affair.

Instructions:

1. Please be aware that speed may be an issue because of the wifi connection at Xpose Fitness.
2. Timing for the focus group will be as follows: 45 minutes for website, 15 minutes for physical product, 30 minutes of open discussion.
3. PLEASE WRITE NEATLY

Website

Connect to the Xpose Fitness Wifi. Guest password is "lettuce36." Go to www.paperdollaffair.com.

1. Rate appearance of website on scale of 1-5:
- | | | | | |
|------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 |
| ugly | | | | beautiful |

2. From the landing page only, what do you think the website is about/selling?

3. Who do you think the target audience is?

4. Are the instructions to build a package clear and easy to understand? YES NO

Click on "start building fantasy now"

1. Read about us. Is it clear? YES NO

2. What additional info do you need/want?

3. Fantasy packages: Does the description offer a clear explanation of what is included? YES NO

