**Product Performance Tracking**

**Recommended Study Name:** Improve on **[BRAND & PRODUCT]**

**Objectives:** Understand the likelihood of repeat purchasing a specific product and explore the impact of that product experience on your brand.

**Email Invite**

**Subject:** Let’s improving **[BRAND & PRODUCT]** together!

Hi **[%FirstName%],**

We’d like to talk to you about **[BRAND & PRODUCT]**. Then we’ll share what our biggest selling products are at the end of the activity… you might just be surprised!

**Click here** to get started. Or, copy and paste this link into your browser: **[%ActivityLink%]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy!

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Last Purchase of [BRAND]**

**Question Type:** Single Choice

**Who sees this question?** All members

When did you last purchase **[BRAND]**? Your best guess is just fine.

Last week or so

Last month or so

Last 6 months or so

Last year or so

Over a year ago

Never

**PRO-TIP: Use this question as a possible shareback to the community.**

**PRO-TIP: If members answer Q1 with Never, you may be tempted to disqualify them. Instead, add a few additional questions to ask of that group [likely to be a small one]. It provides for a better member experience than just answering one question and being done. You have their attention, so use it! An example below:**

**No Purchase of [BRAND]**

**Question Type:** Multi Choice

**Who sees this question?** All members

Just out of curiosity, is there any particular reason why you have not purchased **[BRAND]**?

**[RANDOMIZE]**

I have not had a need for that type of product

I have a different preferred brand

I have heard not-so-great things about

I have another reason (we’re listening): **[ANCHOR] [OPEN END]**

I have no particular reason **[ANCHOR] [EXCLUSIVE]**

**[Q2] Variety**

**Question Type:** Single Choice

**Who sees this question?** All members

 To the best of your recollection, what specific product from **[BRAND]** did you purchase most recently?

**[INSERT A LIST OF UP TO 15 VARIETIES/PRODUCT TYPES]**

**[Q3] Size**

**Question Type:** Single Choice

**Who sees this question?** All members

**[Note: Include this question if applicable.]**

What package size did you purchase?

**[INSERT A LIST OF PACKAGE SIZE OPTIONS]**

**[Q4] Quantity**

**Question Type:** Single Choice

**Who sees this question?** All members

**[Note: Include this question if applicable.]**

How many packages did you purchase?

One

Two

Three

Four or more

**[Q5] Price**

**Question Type:** Single Choice

**Who sees this question?** All members

About how much did you pay for one **[package, box, unit, etc.]** of this product?

**[INSERT A FEW RANGES OF PRICES THAT WOULD BE REASONABLE FOR YOUR PRODUCT]**

**[Q6] Price Comparison**

**Question Type:** Single Choice

**Who sees this question?** All members

How does this product compare to what you pay for other similar products? This price is…

Greater than other products

The same as other products

Less than other products

**PRO-TIP: The Price Comparison measurement uses easily understood language and “physical” scales to explore customer perceptions of the difference between products.**

**[Q7] Past Purchase**

**Question Type:** Single Choice

**Who sees this question?** All members

Is this a product that you’ve purchased before?

Yes

No

**[Q8] Product End User**

**Question Type:** Multi Choice

**Who sees this question?** All members

Who ended up **[using / consuming]** this product?

**[RANDOMIZE]**

Myself

Immediate family

Extended family

Friend

Co-worker

Someone else **[ANCHOR]**

**[Q9] Product Comparison**

**Question Type:** Single Choice

**Who sees this question?** All members

How does this product stack up to similar products?

Better than others

The same as others

Worse than others

**[Q10] Future Purchase**

**Question Type:** Single Choice

**Who sees this question?** All members

How likely are you to purchase this particular product again?

Extremely likely

Very likely

Somewhat likely

Not very likely

Not at all likely

**PRO-TIP: The goal of Q11 through Q14 is to produce affect scores for products based on attributes of a product. The positive and negative “strength of affect” scores can be calculated with a weighted average of the scale counts. Once you have those, you can subtract the negative “strength of affect” from the positive for an overall Affect Score for attributes.**

**You can ask Q11 through Q14 in two different manners. Note that the example question text is using option A. You can either:**

**A] Ask members to contribute their own attributes with multiple short answers on the same page, making the first one mandatory but the rest optional. In the follow-up questions [Q12 and Q14], pipe through the answers that members submit in Q11 and Q13. This way allows for members to use their own words and thinking but requires additional analysis after fielding to code the open-ended responses. Also, note that the words exactly as members type them are piped from one question to the next, which may create a negative experience if members do not follow instructions.**

**B] Provide a list of 10-15 product attributes and ask which ones members like / dislike [or a set number, say three, that they like / dislike the most]. This way allows for easier analysis by restricting to specific attributes, as well as the ability to include a “There’s nothing that I like / dislike” option, but does not allow for members to provide their own attributes.**

**[Q11] Positive Performance**

**Question Type:** Single Choice OR Short Answer

**Who sees this question?** All members

Thinking about **[PRODUCT & BRAND]**, please list all of the things you **like** or think are **positive** about this product. List as many or as few things as you feel are appropriate to help us understand what you liked about the product.

**[Q12] Positive Affect**

**Question Type:** Single Choice Grid

**Who sees this question?** All members

How strongly do you feel about each of the positive things you listed?

**[COLUMNS]**

Feel very strongly

Feel moderately strongly

Do not feel that strongly

**[ROWS]**

**[PIPE THROUGH ANSWERS FROM Q11]**

**[Q13] Negative Performance**

**Question Type:** Single Choice OR Short Answer

**Who sees this question?** All members

Thinking about **[PRODUCT & BRAND]**, please list all of the things you **dislike** or think are negative about this product. Again, list as many or as few things as you feel are appropriate to help us understand what you disliked about the product.

**[Q14] Negative Affect**

**Question Type:** Single Choice Grid

**Who sees this question?** All members

How strongly do you feel about each of the negative things you listed?

**[COLUMNS]**

Feel very strongly

Feel moderately strongly

Do not feel that strongly

**[ROWS]**

**[PIPE THROUGH ANSWERS FROM Q13]**

**[Q15] Barriers**

**Question Type:** Multi Choice

**Who sees this question?** All members

Sometimes people are unable to buy the brand they want for one reason or another. Which of these apply to you when you’re buying **[PRODUCT & BRAND]**?

**[SELECT A MAXIMUM OF 15 FROM THE SAMPLE LIST BELOW OR ADD YOUR OWN]**

**Specific Barriers:** Generic

Doesn’t offer version I want

Doesn't offer enough variety or versions

Doesn't offer newest/latest products

Quantity/package sizes too large

Doesn't offer large package sizes

Doesn't offer package sizes I want

Brand not carried in the store

Often out of stock

Hard to find the brand in the store

Difficult to determine which product is right for me

Costs more than other brands

Costs more than I'm willing to pay

Not enough promotions, discounts or coupons

Other brands offer more promotions, discounts or coupons

Other brands have more shopper or loyalty card offers

Another member of my household doesn't want to buy brand

In-store salesperson or advisor recommended another brand

**Category Specific Barriers:** Beverages

***Accessibility***

Store locations carrying this brand are not conveniently located

It is not available where I shop

It can be hard to find in store

It is not available when socialising at other people’s homes

It is not available at my workplace

Not always available in bars/pubs/clubs

It is not available at my workplace/school/tertiary institution

It is not available in Restaurants/Fast food outlets that I visit

It is not available at the Sporting Venues/Gym I use

It is usually available in small shops

The brand is not found at supermarkets

The brand is not found at convenience stores

The brand is not found in vending machines

The brand is often sold out at vending machines

The brand is often sold out in shops

Difficult to navigate/order from website

Had not seen positive review on social media

***Price***

It is too expensive.

***Product range***

It doesn’t come in the pack size I want

It doesn’t come in the flavours I want

It doesn’t come in the pack types I want

***Promotions***

Is not on offer/discounted

***Purchaser***

It is not bought for the household/we seldom have this brand at home

Not my family’s favourite

**Category Specific Barriers:** Shampoo, Cosmetics, Deodorants

***Accessibility***

It is hard for me to find it in the shops (perfumeries, supermarkets, etc.)

It is hard to find it on the shelf

I do not understand which variety is best for my hair/body

Difficult to navigate/order from website

***Price***

I cannot afford that price

***Product range***

It is not always available for the type of hair/skin I need

It is not always available in the pack size I want

It is not always available in the flavour I want

***Promotions***

It does not offer promotions

***Purchaser***

It is a brand my family does not like

Not recommended by experts/specialists

My hairdresser/dermatologist recommends me not to use that brand

Had not seen positive review on social media

**Category Specific Barriers:** Retail

***Accessibility***

Products I need to buy are often out of stock

I cannot find the products in the store

I do not find advertised products on the shelves

It is not situated at a convenient location

Inconvenient opening hours

They do not do home-delivery

Difficult to navigate/order from website

***Price/Promotion***

Prices are too high

Products are not on special or at reduced price

Prices are more expensive that at other stores

Home-delivery service is expensive

Coupons/Special offers not available

***Product range***

Does not carry the brands I want

Products or pack sizes I need to buy are not available

Does not allow me to do all my shopping in one stop

***Another type of barrier***

Insufficient number of shopping carts

Insufficient number of cashiers

Insufficient staff available to help me

Store was not clean

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Thanks so much for your time to let us know about your experience **[PRODUCT & BRAND]**. We’ll be taking this to our product teams with the insights you’ve provided.

We really appreciate the feedback and look forward to hearing from you again soon.

Thanks again!

**[COMMUNITY NAME]**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**