#### Questionnaire template

You should modify this to reflect your particular product or service. See the teapot questionnaire in the book for an example of how to do this.

* *How often do you buy (or use) this type of product or service?*
* *What variety, or which brands, do you normally buy?*
* *Where do you buy it?*
* *What are the experiences or feelings you most associate with using this product?*
* *If you decided not to buy this particular product today, what might you buy instead?*
* *What do you buy, or use, alongside this product?*
* *If I gave you £10 [or an appropriate amount] asked you to go and spend some of it on buying this product, where would you go?*
* *How much would you expect to pay for it when you get there?*