# Product evaluation

Product no. Tester no.

*You are going to taste the product without seeing its packaging. What do you think of... ?*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Qualities | Faults | Adjectives, analogies, words etc. to identify the product | 1 | 2 | 3 | 4 | 5 |
| Appearance  |  |  |  |  |  |  |  |  |
| Smell |  |  |  |  |  |  |  |  |
| Taste |  |  |  |  |  |  |  |  |
| Texture |  |  |  |  |  |  |  |  |

*Now you've seen the product and its packaging, what do you think?*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Qualities | Faults | Adjectives, analogies, words etc. to identify the product | 1 | 2 | 3 | 4 | 5 |
| Packaging |  |  |  |  |  |  |  |  |

Estimated price: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ €

*Having received more information about the product (where it's from, price, etc.), my verdict is***:**

* I'll buy it
* I won't buy it

|  |
| --- |
| Why? |