

Product Evaluation Report

Date

Product Name

Inventor Name

Inventor City and State

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1.0 Product Summary.

1.1 Comments Evaluation

Target Customer

Target Price

Competition

How the product will be sold

Why the product was developed

1.2 Suggestions

Regarding target customer...

Regarding distribution channels

Regarding pricing

2.0 Benefits

2.1 Comments / Evaluation

How quickly are they communicated?

How unique are they versus other products?

How well are the benefits suited to the target customer?

How much better are the benefits versus other products?

2.2 Suggestions

Features to consider adding or dropping.

Benefits that need added emphasis

Was to turn the product into a product solution

3.0 Design

3.1 Comments / Evaluation

Durability considerations

Number of parts – simplicity

Efficiency for completing the task

Safety review

Well-engineered look

Appropriateness of material

Start up cost considerations

Ease of manufacturing

Manufacturing cost versus target price

3.2 Suggestions

To simplify product

To improve performance

To cut production costs

To cut start up costs

To improve ease of manufacturing

To allow production by a wider base of manufactures

4.0 Design – Marketing Perspective

4.1 Comments / Evaluation

Does it communicate the product's major benefit?

Does the product match the image of the target customer?

Does the product fit into established distribution channels?

Does the product have a visual appeal?

4.2 Suggestions

Design alterations to emphasize the product's benefit

Changes to help the target customer identify with the product

Simple adjustments that could add visual appeal

5.0 Packaging

5.1 Comments / Evaluation

Can the product be packaged effectively?

Does the product have emotional appeal?

Will the package fit into the distribution package?

Can the product be cost effectively packaged?

5.2 Suggestions

How to package the product

Possible power phrases, names and other copy headlines

Image and quality of the package

6.0 Price / Value Relationship

6.1 Comments / Evaluation

Will the consumers value the product at the expected price?

Does the product have benefits to justify the price?

Is the price right for the distribution channel?

6.2 Suggestions

Recommended changes to improve price/value relationship

What is the ideal price target?

Possible promotional strategies to improve price value relationship

7.0 Evaluation Summary

7.1 Comments / Evaluation

Does the product have sufficient market size to justify the cost?

Are the benefits strong enough to make the market notice?

Does the product have potential for licensing?

Major strengths vs weaknesses

Recommendation for moving forward

8.0 Recommended Action Steps

8.1 Possible strategies

8.2 Recommended approach, plus and minuses

8.3 Action plan to follow