

Lotion test results

Lotion code _____

Date _____

Number of answers _____

Tally how many testers ticked each box. Percent agree = (number of 4s + number of 5s) divided by the total, times 100.

STATEMENT	1	2	3	4	5	TOTAL	% AGREE
1. It spreads easily over my skin.							
2. It sinks in quickly.							
3. I can get dressed straight after putting it on.							
4. My skin feels smooth once the lotion has soaked in.							
5. My skin still feels moisturized hours after I put it on.							
6. My skin looks less dry than it did before the test.							
7. I like how it smells.							

If you saw this lotion in a store, would you buy it

DEFINITELY WOULD	PROBABLY WOULD	NOT SURE	PROBABLY NOT	DEFINITELY NOT

Strengths

The two statements with the highest percent agree.

Change first in the next batch

The two statements with the lowest percent agree.

What the open answers say

Sort the comments into three or four themes.

You said, we will

The change testers asked for most, and when they get to try it.
