

**Q3. If you had to describe this product to a friend who had never heard of it, what would you tell her so that you were sure she understood the main idea of this new product?**

### **Process of Use**

- 1 Apply product to clean hair / Apply after shampooing
- 2 Place primer on your hair for ten minutes and then rise
- 3 Apply activator for five minutes and rinse
- 4 Then flat iron your hair
- 5 Two step process
- 6 Fifteen minute process / Only takes fifteen minutes

### **Product Attributes**

#### **Safe / Non-Damaging**

- 10 Safe to use (Non-Specific)
- 11 No added chemicals
- 12 Wont damage your hair / Less damage is done to the hair

#### **Convenience**

- 15 Simple / Easy to use
- 16 Don't have to use a flat iron as often
- 17 Won't have to straighten your hair everyday
- 18 At home straightening treatment / Don't have to go to the salon to get straight hair

### **Product Benefits**

#### **Straightening Benefit**

- 22 Straightens hair
- 23 Temporarily straightens your hair / Not permanent

#### **Smooth / Strength Benefit**

- 27 Smoothes hair / Wont cause frizz
- 28 Makes hair shiny / Hair will look sleek
- 29 Strengthens your hair / Makes your hair stronger

#### **Lasting Benefit**

- 33 Long lasting / Lasts a long time
- 34 Keeps hair straight for one week / Use product weekly
- 35 Keeps your hair straight up to five washes / Lasts for five days

### **Brand**

39 Made by [Brand Name]

### **Other Mentions**

- 43 Lotion / Cream / Serum
- 44 New hair care product / New hair straightening kit
- 45 \$899 / Affordable / Cheaper then going to the salon
- 46 Salon quality product / Professional product
- 96 Other
- 97 None / Nothing
- 98 Don't Know
- 99 Refused

#### **Subnets:**

Nets may be divided further into subnets. Subnets can provide macro and micro level findings to analysts and other users.

Ex. Under 'Product Benefits' there are subnets for 'Straightening Benefit,' 'Smooth/Strength Benefit,' and 'Lasting Benefit.'