



Example Product Description Test Report

30 September 2022

N = 183 feedbackers (convenience sample of English speakers)

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Product Description Test

Comparison of product descriptions tested

Feedbackers (N = 183)

	Description 1	Description 2	Description 3	Average
KPIs				
Relevant	62%	70%	75%	69%
Likeability	73%	79%	79%	77%
Original	64%	68%	66%	66%
Trustworthiness	62%	70%	73%	68%
Clear	85%	81%	81%	83%
Complete	71%	65%	82%	73%
Useful	69%	73%	70%	71%
Summary KPI performance	70%	72%	75%	72%
Emotions				
😊 Happy	37%	44%	48%	43%
😄 Joyful	26%	26%	28%	27%
😌 Content	40%	33%	36%	36%
😜 Silly	6%	4%	5%	5%
😞 Sad	4%	3%	5%	4%
😡 Angry	2%	3%	6%	4%
😟 Worried	7%	7%	3%	6%
😵 Confused	12%	15%	11%	13%
😲 Surprised	17%	24%	17%	19%
😳 Embarrassed	3%	7%	2%	4%
😰 Nervous	4%	7%	6%	6%
😌 Calm	34%	27%	25%	29%
😄 Excited	33%	26%	35%	31%
😡 Disgusted	0%	3%	2%	2%

Product Description Test: Description 3

Which parts grab the most attention?

Feedbackers (N = 183)

Positive Heatmap

Logitech G develops award-winning wireless and wired gaming mice.
Constantly innovating from
sensors to shape, find the right one for you.

Negative Heatmap

Logitech G develops award-winning wireless and wired gaming mice.
Constantly innovating from
sensors to shape, find the right one for you.

First comments (full comments available in full report)

1. I like the "award-winning" part, awards are always great
2. Letting you know it's both types of mice
3. I like that brand and I like the products I've bought from them before.
4. Sounds like they are trying to find new and better ways to improve
5. I like that it is not connected and I have that option
6. I like "right one for you"
7. I love Logitech, so when they mention the brand I just think of quality
8. The mice aren't generic but ergonomically designed
9. Variety for your type of gaming
10. Constant improvement
11. I like that it's wireless and award-winning.
12. Stylish font
13. Clearly states the purpose of the mouse product
14. I like how Logitech doesn't assume that I will like any of their products and that I will be able to choose what I like instead...

1. Tech should be constantly innovating, tell me something else
2. Perhaps transitioning from the first phrase into more details about their innovative design would make more sense.
3. I have no need for a gaming mouse or a mouse in general.
4. I am not a fan of wireless mice
5. I don't like to be connected by mice to my computer
6. Award-winning compared to what?
7. Plural mouse sounds weird with computers
8. I don't see the use of having it wired given the option.
9. The name of the mice or models should be placed here instead.
10. Sounded that it solely meant for gamers.
11. Wrong syntax. First part of the sentence talks about Logitech, second part suddenly jumps to instruct the consumer what to do.
12. It's not a hat you can try on!
13. I personally think using the word ergonomics would sell better...

Product Description Test: Description 3

Likes and dislikes

Feedbackers (N = 183)

Logitech G mouse

Logitech G develops award-winning wireless and wired *gaming mice*.
Constantly innovating from sensors to shape, find the right one for you.

Likes

1. It is easy to understand
2. It implies high quality
3. It sounds reliable
4. It describes a product that is relevant to me
5. It's up-to-date hardware
6. I like the vivid, effective, utilitarian language. I am assured of the quality and utility of this product.
7. It's detailed and tells me how it's beneficial to the consumer
8. The idea of new gaming mice being innovative
9. It's short and concise.
10. The "find the right one for you" part, it's a good end
11. I especially like the brand firstly, and also I appreciate that the brand goes above and beyond for their customers to make the product innovative in general.
12. It is well written, without exaggerating the product.
13.

Dislikes

1. There is nothing unique
2. I'm not a fan of the second sentence. It doesn't flow
3. I dislike the wired mouse. We're in a new age and tech should show it.
4. I dislike that it has weird syntax and italicization.
5. It's a little confusing to me that there is a need for several shapes of computer mice. I only know of one shape.
6. Maybe the wording is a little off which might make it harder to comprehend the text
7. It could be dumbed down a bit
8. I wish it went into more details about what the awards were for.
9. There is no name of the model
10. "find the right one for you" probably could have been phrased better.
11. It's not grammatically correct.
12. Might be a bit too long to remember
13. It's not very specific about any features.
14.

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