Gadget Flow | Crowdinsight

Sample Report

Do you understand what the product is within 5 seconds of viewing the page?

Yes, I do. However, the presentation doesn't quite catch my attention or make me feel "wow" after seeing the product. It's kind of simple and looks nothing extraordinary which, according to me, is not beneficial for crowdfunding campaigns.

Are the title and subtitle clear?

I feel the title and the subtitle aren't descriptive enough. They describe the product as a simple bedroll that is also portable. It should go further and say what's unique about the product in a way that it draws attention instantly. Also, grammatically, the sentences should also start with a capitalized letter. For example:
Title: z-roll - A portable good night's sleep
Subtitle: A new style of bedroll with an integrated air mattress.

Do you find this product useful?

I personally love outdoor adventures and could definitely do with a portable bedroll. I'd need one that is easy to carry and isn't bulky. Although this product claims to do the same, the lack of lifestyle images doesn't convince me enough on its actual size and whether or not this will be useful for me in the long run.

Would you buy this product and do you think the price make sense?

I feel the presentation lacks in describing the product at its best. There aren't enough lifestyle images or a video that shows the product in real life. For a product priced at $259, I would want to see more about the design and the story behind the project before I buy it.

Do you like the presentation of the page and do you think anything is missing?

I feel the page lacks edge over others. From the title, subtitle, video, and images to the entire description, it looks a little haphazard and doesn't catch my attention at all. In order for it to work, the page needs to have more lifestyle images, a very descriptive written presentation which also highlights the story behind the project. Lastly, the project video also needs to show the product in use in real life.

If you could change just one thing, what would that be? (price, graphics, models etc.)

I feel the video needs to be re-done. Currently, it's just a stitched video of images with music in the background. The voiceover isn't very inspiring and doesn't add any excitement. The video should instead highlight the best features of the product, show it in use in real life, and include a little story from the creator.

On a scale of 1-10, how credible do you think this project and its team is?

I'd give them a 5 because I couldn't find enough information about the team from the page. There was only one section that highlights the brand with their professional backgrounds. There's no reference to social media or a company website. The images provided for the founders are also sketches and not photos, which brings down the credibility.

What do you think about the video?

The video isn't convincing enough for several reasons. Firstly, it doesn't highlight the product in real life. It's just a stitched compilation of images of the product. The voiceover lacks any excitement or enthusiasm and the entire video looks very boring. It needs to be more practical, entertaining and convincing.

Do you quickly understand what problem it solves?

Yes and no. I take this product as a simple portable bedroll. However, if the presentation was more convincing and descriptive, maybe my understanding of the product could have been completely different.

Would you share this project on social media? If yes, why? If no, why not?

Unfortunately no. It's not a breakthrough product and even if it was, the presentation still needs improvement.

Does it look professional?

As of now, it doesn't. The page is very bland and doesn't present the entire concept in a methodical or logical way. The description is scattered and needs to follow a more story-like approach.

What are the top 3 concerns that pop out looking at the video and page?

My top 3 concerns would be: 1. Why is there no information available about the company, social media profiles, or a separate website? 2. Why have they not shown the product in real life? 3. What is the story behind the project?

Can you explain the product in 1 sentence?

The z-roll is a portable bedroll that comes with an integrated air mattress and is perfect for getting better sleep during outdoor adventurers.

What, if anything, would prevent you from buying it?

I think the pricing is too high considering the presentation of the project is nothing extraordinary.

What are the top 3 things you are looking to see in this particular project?

I would want the project to have: 1. A more descriptive title and subtitle 2. A better video that shows the project in real life 3. The story behind the project.

From 1 to 10 (10 being the strongest), how would you rate the whole project? Why?

6 - Although this product might be useful for outdoor adventurers, the presentation isn't compelling.

[End of Sample Report]

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