1. Based on X,Y,Z product images, what is your perception of the brand?
2. [If speaking to a loyal existing customer/someone aware of the brand] - Do you feel the product images reflect your existing perception of the brand?
3. What activities would you associate the lifestyle images with?
4. When would you use/wear the product in the image?
5. How much would you expect to pay for the product in the image?
6. How important is price when it comes to buying X product for you?
7. [Showcase against competitors] - Which product image do you prefer? Why?
8. What 3 words come into your mind when you see this product?
9. [Show in a real life shopping listing example] - If you searched for [insert relevant search term here] and saw the following listings. Which product would you click on? Why?
10. [Show a product vs lifestyle image] - Which image do you prefer? Why?
11. What three things do you primarily want from the product itself when searching for X product?