



PROVEN EFFECTIVENESS

Understanding consumers behavior - how and why they use the product - enables manufacturers to optimally tailor the offer to the needs of the market. Research on consumer behavior acquired and derived from observations makes it possible to improve existing products.

The purpose of the survey on the PlayWomen dietary supplement was to obtain reliable and credible information and customer opinions about the product.

PlayWomen is a dietary supplement designed for women influencing sensitivity of the genitals and achieving more intense sensations during intercourse.

The survey on the PlayWomen dietary supplement was conducted on a sample size of 70 respondents.

The respondents tested the product, provided by the manufacturer, from April 1 to 30, 2018.



Thesis

The PlayWomen dietary supplement is an effective remedy for achieving stronger sensations during intercourse.

Research objective

The purpose of the survey is to determine whether, in the opinion of respondents, the PlayWomen dietary supplement achieves the expected results indicated by the manufacturer i.e.:

- Prolonging the state of arousal
- Facilitate the achievement of vaginal orgasm
- Enhancing sensitivity of the clitoris
- Enhancing breasts sensitivity
- Increased vaginal lubrication

Survey tool

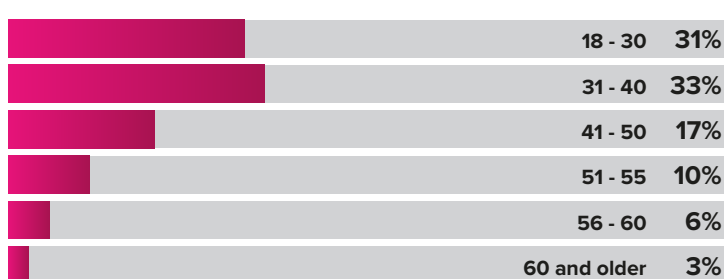
The survey was conducted anonymously. A questionnaire was used as a research tool. The questionnaire was posted online on a website www.ankietka.pl. The survey link was sent with a prior consent to the respondents testing the PlayWomen dietary supplement. The questionnaire contained closed-ended questions (a limited set of possible answers) and one open-ended question.

Characteristics of the survey population

The survey was conducted on a group of 70 respondents who tested the PlayWomen dietary supplement.

Women aged 18-40 made up 64% of the study population.

Women aged 41-50 comprised 17% of respondents. Women aged 51-55 accounted for 10% of respondents, 56-60 accounted for 6%, and women over 60 accounted for 3%.



Survey conclusionst

As of the date of filling out the online survey, respondents most often declared that they had been using the PlayWomen dietary supplement for more than 4 weeks[54%]. 29% of women had used the PlayWomen dietary supplement for a period of 15 to 28 days, 14.3 % took the capsules for 7 - 14 days.

70% of women report taking the capsules daily. 29% of women use the PlayWomen dietary supplement several times a week, and 1% several times a month. 80% of respondents take the capsules twice a day, 13% 1 capsule a day. 6% of women said they take more than 2 capsules a day.

67% of respondents noticed a subjective sensation of increase in the desire for sexual intercourse once they started taking the PlayWomen dietary supplement. The respondents reported they noticed the first effects mostly after 5 - 7 days. 32% of women observed increased desire after 2-4 days once they started taking the PlayWomen dietary supplement. 10% of respondents declared they noticed increased desire for sexual intercourse after taking 1 capsule.

Women who observed an increased desire to have intercourse were asked to subjectively rate on a scale of 1 to 5 the strength of the increase in desire (where 1 means a small increase in desire to have intercourse, 5 means a very high increase in desire to have intercourse). 34% of respondents each indicated a medium and high increase in desire for sexual intercourse, and 28% of respondents indicated a very high increase in desire for sexual intercourse.

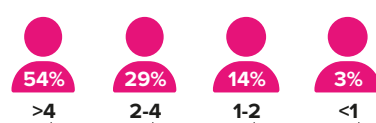
53% of women observed prolonged state of sexual arousal since they started taking PlayWomen dietary supplement, 50% of ladies declared to experience better sexual pleasure.

53% of respondents noticed they easily reach climax [orgasm] once they started taking the PlayWomen dietary supplement. 39% of respondents noticed an increase in clitoral sensitivity related to excitement. 26% of respondents noticed an increase in breast sensitivity, the same number of respondents also observed an increase in vaginal lubrication during intercourse. 72% of women who noticed an increase in sensitivity of the clitoris also noticed an increase in breast sensitivity.

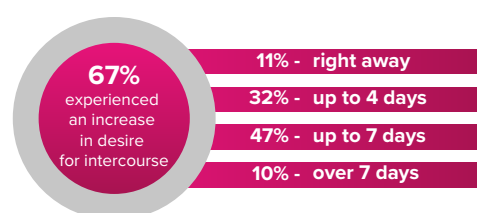
The respondents were asked to rate on a scale of 1 to 6 their satisfaction with the use of the PlayWoman dietary supplement (where 1 means no satisfaction, 6 means high satisfaction). 20% of respondents gave the PlayWomen dietary supplement the highest rating, with 19% indicating high satisfaction. 11% of women were not satisfied with the use of the dietary supplement.

73% of respondents would recommend the PlayWomen dietary supplement to other women. 19% would recommend the PlayWomen dietary supplement because it increases the desire for sex and makes it easier to achieve orgasm (18%).

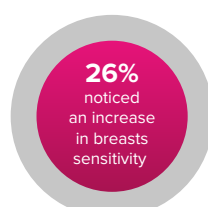
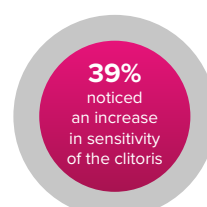
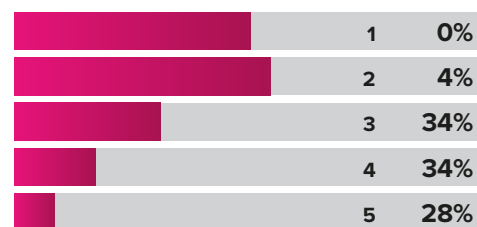
Duration of use of the dietary supplement



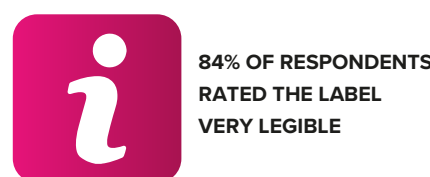
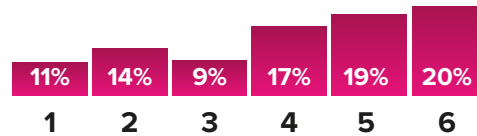
Frequency of use of the dietary supplement



Growth in increase in desire for intercourse



Satisfaction with the PlayWoman dietary supplement



CONCLUSION - PROVEN EFFECTIVENESS

Percentage of women who achieved a positive result in a given category.

