CONSUMER FEEDBACK ANALYSIS REPORT ON THE USE OF THE WINWOMAN DIETARY SUPPLEMENT

Consumer opinion research enables a deeper understanding of consumers' experiences with a product.
Examining consumer feedback and user satisfaction rates offers the manufacturer valuable insights into the product's perception among its intended audience.

The objective of the research carried out on the WinWoman dietary supplement was to gather consumer feedback regarding their experiences with the product.

WinWoman is a dietary supplement designed to meet the needs of women. This product features maca root, which enhances sexual performance and desire.
The research on the WinWoman dietary supplement involved a sample of 70 consumers who evaluated the product supplied by the manufacturer.

Study Scope

The research sought to gather consumer feedback regarding their experiences with the WinWoman dietary supplement.
Consumers were requested to evaluate their perceptions concerning:

- degree of sexual vitality
- quality of intimate experiences
- degree of sexual arousal
- general contentment with the utilization of the product

Aim of the research

The objective of the study was to understand consumers' perspectives on their personal experiences with the WinWoman dietary supplement.
The research concentrated on observations reported by consumers concerning:

- degree of sexual desire
- quality of intimate experiences
- general contentment with the utilization of the product

Research tool

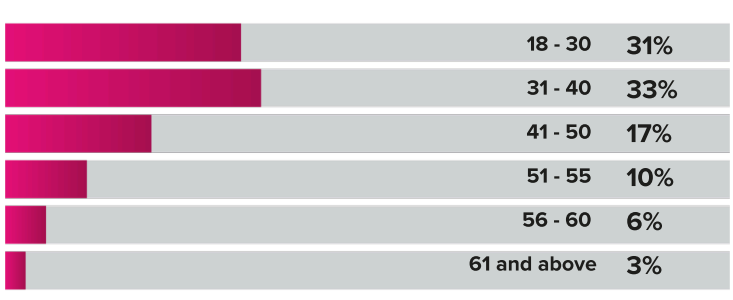
The survey was carried out anonymously.
A research tool utilized was a survey questionnaire.
The survey was published online on a platform designed for carrying out marketing research.
A link to the survey was distributed to consumers who tested the WinWoman dietary supplement after they had previously consented to take part in the study.
The questionnaire included closed questions that permitted the selection of one of the provided answers.

Characteristics of the research population

The research involved 70 consumers who tested the WinWoman dietary supplement.

The product was predominantly utilized by women in the age group of:

- 18 to 30 years old – 31% of participants
- 31–40 years of age – 33% of participants
- 41–50 years of age – 17% of participants
- 51–55 years of age – 10% of participants
- 56–60 years of age – 6% of participants
- over 60 years of age – 3% of respondents

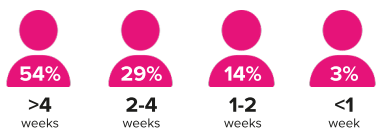


Research findings

On the day they completed the online survey, consumers most frequently reported using the WinWoman dietary supplement for over 4 weeks – 54%.

- 29% of consumers utilized the supplement for a duration of 15 to 28 days.
- 14% utilized the capsules for a duration of 7 to 14 days.
- Seventy percent of consumers report that they take capsules on a daily basis.
- 29% of consumers utilize the supplement multiple times each week.
- 1% of consumers utilize capsules multiple times each month.
- According to the recommended usage, 80% of consumers utilize capsules twice daily.
- Thirteen percent of consumers utilize one capsule daily.

Length of time for using the dietary supplement

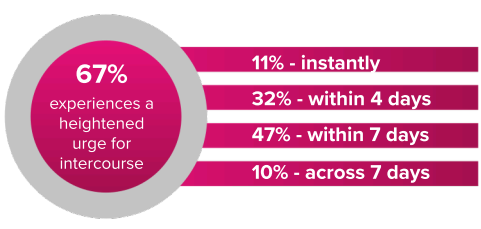


Frequency of usage of dietary supplements

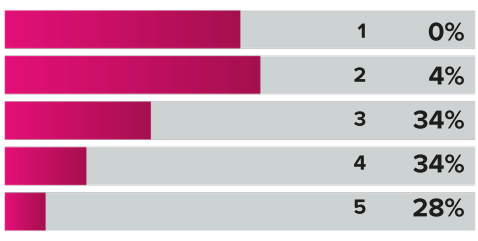
Consumer perspectives

Among the participants in the survey:

- 67% of consumers report a heightened interest in sexual activity.
- 53% of consumers indicate an extended duration of sexual arousal.
- Fifty percent of consumers indicate increased satisfaction from intercourse.
- 53% of consumers indicate that they find it easier to achieve orgasm.
- 39% of consumers indicate heightened clitoral sensitivity.
- 26% of consumers indicate heightened breast sensitivity.
- 26% of consumers report enhanced vaginal lubrication during intercourse.



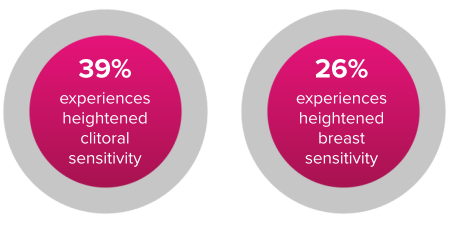
The intensity of the rise in the perceived urge for sexual activity.



Assessment of experience with the use of the product

Consumers were requested to evaluate their experiences with the WinWoman dietary supplement.
The average satisfaction rating for the product was assessed using a six-point scale.

- 73% of consumers state that they would recommend the WinWoman dietary supplement to others.
- Eighty-four percent of consumers assessed the readability of the product label as exceptionally high.

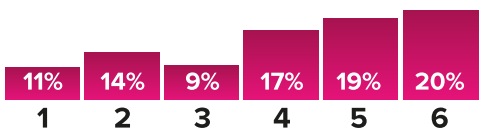


Consumer Feedback Overview

Percentage of consumers reporting positive experiences in particular areas:

- 67% – heightened interest in sexual activity
- 53% – extended period of arousal
- 50% – increased enjoyment from intercourse
- 53% – simpler to achieve orgasm
- 39% – heightened clitoral sensitivity
- 26% – heightened breast sensitivity
- 73% of consumers express their readiness to recommend the product to others.

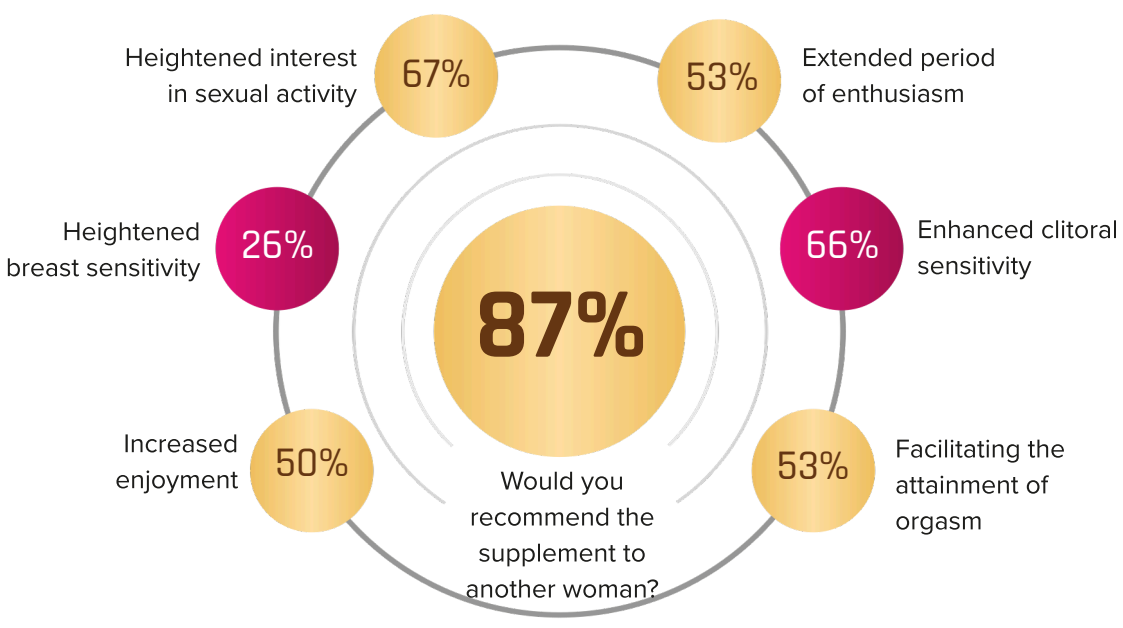
Contentment with the utilization of the PlayWoman dietary supplement



73% OF RESPONDENTS WOULD SUGGEST PLAYWOMAN DIETARY SUPPLEMENT TO ANOTHER WOMAN

84% OF PARTICIPANTS FOUND THE LABEL TO BE EXTREMELY CLEAR

METHODOLOGICAL GUIDELINE
The research was conducted through a survey and relies on the personal opinions of participants concerning their experiences with the product.
The findings of the study reflect the statements made by the participants and do not serve as evidence of the product's efficacy in a clinical or scientific context.
The product is a dietary supplement and should not be considered a replacement for a balanced diet.

SUMMARY

Proportion of women who obtained a positive outcome in a specific category.