

Customer Panel Roast sample d71baad1-07ad-445b-a31d-625bc4e55ae4

Customer Panel Roast: <https://www.apple.com/macbook-air/> Cover And Report Metadata URL

evaluated: <https://www.apple.com/macbook-air/> Panel: 25 requested, 25 valid, 0 failed.

Evaluation Brief Would the target customer understand, trust, and feel ready to choose a MacBook Air configuration or start a purchase with confidence? Panel Profile 15

close-fit ICP reviewers and 10 skeptical or non-ideal reviewers; top audience

contexts: Public Sector Clerk (3), Field Technician (3), Product Ops Manager (2), Data

Analyst (2); decision styles: Pragmatic Optimizer (7), Cautious Validator (4), Value

Sensitive Explorer (4), Calculated Risk Taker (4); tech comfort: 4 (8), 3 (6), 7 (4),

5 (4) What The Panel Saw Step 0 - Initial page: MacBook Air Overview Tech Specs

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<https://www.apple.com/mac/compare/>: MacBook Air 13-in. (M5) MacBook Pro 14-in. (M5)

Dropdown MacBook Neo (A18 Pro) MacBook Air 13-in. (M5) MacBook Air 15-in. (M5) MacBook

Pro 14-in. (M5) MacBook Pro 14-in. (M5 Pro) MacBook Pro 14-in. (M5 Max) MacBook Pro

16-in. (M5 Pro) MacBook Pro 16-in. (M5 Ma Step 3 - Opened internal link:

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