

What the feedback helps you investigate

Fictional sample. The product and all 12 reviews are invented. This demonstrates the report format and evidence handling; it is not a client case study.

Harbour 500 Travel Bottle

Leakage and cleaning difficulty each appear in **4 of 12** synthetic reviews. Four also describe favourable cold retention. The useful next step is to investigate sealing and cleaning guidance while preserving positive and contradictory evidence.

Evidence at a glance

Theme	Reviews	Evidence IDs
Leakage reported	4 / 12	R01, R04, R07, R10
Cleaning difficulty	4 / 12	R01, R05, R09, R11
Unclear instructions	3 / 12	R04, R07, R09
Missing replacement-part information	3 / 12	R06, R10, R11
Size expectations unmet	3 / 12	R03, R08, R12
Favourable cold retention	4 / 12	R02, R05, R11, R12
Convenient bag carrying	2 / 12	R02, R06
Explicitly reports no leaks	2 / 12	R02, R08

How to read the counts. Twelve records retained; no duplicate IDs or exact duplicate texts; no exclusions. A review can support several themes. The 25 assignments overlap, so their counts must not be added as distinct customers.

Limit. Neither fictional data nor a selected real-review sample establishes a defect rate, prevalence among all buyers, a root cause, or a predicted sales improvement. No physical testing was performed.

Three practical next steps

01 Investigate leakage

R01, R04, R07 and R10 describe different conditions: orientation, uncertainty about seal placement, and a crooked lid. Check assembly guidance and controlled test results before deciding whether a hardware or instruction change is warranted.

02 Clarify cleaning and seal handling

Cleaning difficulty appears in R01, R05, R09 and R11; unclear instructions in R04, R07 and R09. R09 overlaps, so these are six distinct records. Confirm approved cleaning methods before illustrating the steps.

03 Make dimensions and parts easy to find

R03, R08 and R12 describe size expectations; R06, R10 and R11 ask about parts. Check measured dimensions, actual capacity, compatible part identifiers and stock before changing the product page.

Three copy structures to adapt

Bracketed information must be supplied and verified by the product owner. These drafts contain no established specifications.

Dimensions - Capacity: [verified usable capacity]. External dimensions: [height] x [maximum diameter]. Compare with your bag or cup holder before ordering.

Care and assembly - Follow [approved cleaning steps]. If seal removal is permitted, show [approved removal and refitting method]. Before use, check [verified closure steps].

Replacement parts - Replacement seals: [available / unavailable]. If available, use [compatible part ID] and [verified order route]. For a leak, follow [approved support route].

Do not claim leakproof performance, universal cup-holder compatibility, dishwasher safety or replacement availability without evidence. Evaluate any subsequent changes with actual customer and business data.

The 12 synthetic reviews

All statements below are fictional demonstration inputs. They have no relationship to a real product, reviewer or completed engagement.

R01 Water escaped around the lid when the bottle was on its side in my bag. The groove under the seal was difficult to clean.

R02 The bottle fits neatly in my work bag. My water stayed cold through the afternoon, and I have not noticed any leaks.

R03 The pictures made this look like a bigger bottle. I would have liked the capacity and actual dimensions beside the main image.

R04 It leaked after I tipped it over. I could not tell from the instructions whether the seal was seated correctly.

R05 It kept my drink cold during my shift. Getting a brush through the opening to clean the inside was awkward.

R06 Easy to carry in my bag. I wanted an extra seal but could not find where to order the correct replacement.

R07 I accidentally screwed the lid on crooked and water leaked. A clearer picture showing how to align the lid would help.

R08 No leaks so far. It holds less than I expected from the lifestyle photos, so I refill it more often than planned.

R09 I could not work out whether I should remove the seal for cleaning. The instructions did not explain it, and I could not reach behind it.

R10 The bottle dripped when upside down. I thought a new seal might help, but I could not locate a compatible replacement.

R11 Cold drinks last well in this bottle. Residue collects in the lid groove, and I would like to know whether replacement seals are available.

R12 The body was too wide for my car cup holder; an exact width would have saved me guessing. It did keep my water cold on the journey.