Creative Testing Sample Questions

Testing is not only about whether or not the audience ‘likes’ a concept or a material; it’s also about their understanding of it, and how motivating it is. You want to test to find the answers to the following elements:

- **Comprehension:** How clear is your concept? Can your audience correctly grasp the message? Are there any confusing elements or misconceptions?
- **Appeal:** Does this concept capture the audience’s attention? Do they like it or is it off-putting in any way?
- **Believability:** Does the audience trust the message?
- **Motivation:** Does the audience feel motivated to adopt desired behaviors?
- **Relevance:** Is the message consistent with the audience’s values and beliefs? Can the audience identify with the material on a personal level? Is it relevant to them and what they are experiencing in their lives, or do they feel that it is “talking to” someone else?

Use the following sample questions as a starting point for developing your creative testing discussion guide:

- First thoughts/reactions? What do you feel when you see this poster?
- Is there anything that stands out to you? What, and why?
- What do you think this poster is trying to tell you?
- What do you like about this poster? Why?
  - Probe: Image, language, hash tag, information provided?
- What didn’t you like about this poster? Why?
  - Probe: Image, language, hash tag, information provided
  - Probe: What would you change about it? How would you change it and why?
- Please consider the language (“I am prepared for...”) used in the poster. Do you feel like it is speaking to you, or to your friends, directly? Why or why not?
  - Probe: Is this language relevant for you?
- After seeing this poster, have you learned anything new about how to protect yourself from HIV? What specifically?
- After seeing this poster, do you want to find out more about PrEP? Why or why not?
  - Probe: Is there anything that is mentioned here that makes you want to avoid PrEP?