

## 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?

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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?