



Designing the Field-test Instrument

Below are sample questions you can use when designing field-test instruments. The type of questions you choose will depend on how you plan to conduct the field-test process. For example, if you plan to test your material using a self-administered questionnaire, you will want to adjust these questions to make them more open-ended since you will not have an opportunity to probe for additional responses. If you plan to conduct a focus group with a facilitator, questions can be either close- or open-ended since the facilitator has the opportunity to probe for clarification and additional responses. All five of these categories should be incorporated into each field-test instrument you design.

Category 1: Test for Comprehension

- What is the main point of this page?
- In your opinion, what's the most important information in this section?
- Tell us what this section means in your own words?

Category 2: Test for Graphics

- What do you think of this illustration?
- Without reading the words, what does this illustration mean to you?
- Did you identify with the people in the drawings/photographs?

Category 3: Test for Readability

- Was this section easy to follow? Why or why not?
- Was there anything confusing or hard-to-read?
- Were there words or sentences that might be hard for some people to understand?

Category 4: Test for Appeal

- What did you think of the colors? Did they appeal to you? Why or why not?
- Based on the cover, would you pick this up and read it? Why or why not?
- Would you share this with your friends and family? Why or why not?

Category 5: Test for Usability

- Do you think this would be a good material to use in our clinic? Why or why not?
- What would you like to see changed?
- What do you like about the material?