Pre-testing of Concepts

Objectives of the pre test

• To get comments of the community on the concepts and use the comments to improve them before producing the final concepts
Initial Concept Testing

Pre-testing Process

- Developing a recruitment questionnaire
- Developing an FGD guide for the pre-test
- Logistics – Venue, refreshments, transport allowances
- Recruitment of Participants
- Reminding the participants on the FGD
Pretesting Method

• 3 FGD were conducted with men, women and children
Conducting FGDs

- Showing one concept after the other
- Give participants time to study the concepts carefully both messages and illustrations
- Probe participants on what they like most and why, and what they dislike in the concepts
- What do participants understand on the illustrations and the messages and why
- Ask if the concepts represent a reality in the community
- Choosing a best concept/rank the concepts
Concepts tested

- Family
- House
- Neighbors
- Grand pa
- Passport toilet
- Flying toilet
- Padlock
- Queuing
## Results

<table>
<thead>
<tr>
<th>Women</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Neighbour</td>
<td>- Family</td>
</tr>
<tr>
<td>- Grand pa</td>
<td>- Passport</td>
</tr>
<tr>
<td>- Padlock</td>
<td>- Neighbors</td>
</tr>
<tr>
<td>- Passport</td>
<td>- Grand pa</td>
</tr>
<tr>
<td></td>
<td>- Padlock</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Men</th>
<th>2 Concepts were not understood by the groups-</th>
</tr>
</thead>
<tbody>
<tr>
<td>- House</td>
<td>Feaces &amp; Graves</td>
</tr>
<tr>
<td>- Family</td>
<td></td>
</tr>
<tr>
<td>- Queuing</td>
<td></td>
</tr>
<tr>
<td>- Neighbour</td>
<td></td>
</tr>
</tbody>
</table>
Major comments
Aspects of Cost, durability and diseases should appear on the posters

Best posters
• Women - neighbors
• Men - house
• Children – family

• Report writing and Feedback
• Choosing concepts for bill board, flyers and poster
Final concept testing

3 concepts were tested
House
Family
Neighbour

Neighbour
Good but might lead to quarrels among neighbors
Should be sent to planned areas
Problem to women

House
• Environment is not clean

Family
people are too serious they should smile
General comments

- The door should be opened to be able to see the inside view of the toilet
- What type of toilet
- There should be two parts/doors – for adults/children or men/women
- Toilet and a bath room
- Contact details
- State prices
- Different technological options should be provided

Jingle: Good message and music but Contact details should be added

- Feedback the Communication agency
- After the groups a feedback meeting was done with the communication agency to discuss the comments