

Example Test Questions

Brochure – Short Version

Date _____

Age: _____ (optional)

M___ F___

1. What do you think of the cover and the title? Would you pick up the brochure and read it?
2. What do you think the brochure is telling you?
3. Is the brochure easy to understand? Is there anything that is not clear?
4. Do you relate to the images? Do the images fit the messages?
5. Do you think this brochure is suitable for your age group and your community?
6. Is there anything you did not like about the brochure? How could it be improved?
7. What did you like about the brochure? What caught your attention?

Other comments: