

AUDIENCE SURVEY

So you have finished developing your product. Nice going! However, don't pat yourselves on the back for a job well done just yet. You're still not quite finished. You're now about to answer the question, *Does our product really work?* The audience test-run often strikes fear in the hearts of even the most seasoned production crew. What if after all your hard work, they don't like it? Not to worry! The audience test-run and survey most often shows what a great job you have done. That doesn't mean, though, that your product is perfect at this point. What seems logical and clear to you, may not seem so to those who are not as close to or familiar with your product as you are.

Here's what you want to find out in the audience survey: what "problems" do you need to fix in order to have a product that truly does for its audience what you designed and developed it to do? A problem could be anything from misspelled words and unclear directions to unanticipated audience reactions or even the unexpected dumping of the user right out of the program (not likely, but possible).

✓ What Needs To Be Done

- *Recruit test-run participants (approximately 10–12) who are similar to your intended audience.*

- *Have the test-run participants use or watch your product.*

It is not necessary to bring the whole group together at once. Depending on your product, you may get better information if only one or two people participate at a time.

- *Observe the test-run participants as they use/watch your product.*

The important thing here is to try not to interfere. In order to get accurate information, you must not jump in to "help" as soon as you spot an apparent problem. Of course, if participants really get stuck, you do want to work with them so they can continue to test your product. Don't forget to take notes & ask questions!

- *Have the test-run participants make notes as they use/watch your product.*

This is a good way for the test-run participants to capture things as they happen. It's also a useful way to collect information if you are unable to observe the test-run participants. If you have been able to observe, you'll probably get confirmation of problems you observed. You'll also obtain some on-the-spot thinking, which is something not easily observed.

- *Have the test-run participants complete a survey (see back for example)*

This is a more systematic way to collect the information you are after. All test-run participants answer the same questions, and you can quickly see any trends that develop. Like the test-run participant notes, a survey is also a good way to get information if you are unable to observe the participants yourself.

- *Conduct interviews/focus group after the test-run (if time permits)*

Individual interviews allow you to obtain more detailed information from each person interviewed. Focus groups also give you detailed information as the participants use each other's comments and thoughts to stimulate and elaborate on their own comments and thoughts.

Multimedia Audience Survey

Production Title: _____ **Date:** _____

You are being asked to “beta test” a multimedia project designed as part of a course requirement in the Department of Communication. The scale employed below will allow you to indicate your level of agreement with the statements: Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD).

Please circle the appropriate choice. Also, please use the back of this form for any comments you may wish to express that the survey questions do not address directly.

- | | | | | |
|--|----|---|---|----|
| 1. The purpose of the program was clear. | SA | A | D | SD |
| 2. The program directions were clear. | SA | A | D | SD |
| 3. The program helped me learn about _____
(put your specific project's topic here) | SA | A | D | SD |
| 4. The program was easy to use. | SA | A | D | SD |
| 5. The program worked smoothly. | SA | A | D | SD |
| 6. The program kept my interest. | SA | A | D | SD |
| 7. The visuals were appropriate. | SA | A | D | SD |
| 8. The visuals helped me learn. | SA | A | D | SD |
| 9. The audio was appropriate. | SA | A | D | SD |
| 10. The audio helped me learn. | SA | A | D | SD |
| 11. The sequence of instruction was appropriate. | SA | A | D | SD |
| 12. The amount of information was appropriate. | SA | A | D | SD |
| 13. The amount of interaction was appropriate. | SA | A | D | SD |
| 14. The pace of the program was about right. | SA | A | D | SD |
| 15. The accompanying documentation was helpful. | SA | A | D | SD |

Thank you for your time and thoughtful responses!

You will not necessarily use all of the items shown above in a single survey. Some items are actually looking for the same information. They're just worded somewhat differently. Pick & choose!