



## Concept testing for SBC: Finding emotion

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TOPS Knowledge Sharing Meeting

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### Worksheet

1. Today I've learned something about concept testing that I can apply to my work:

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2. Here's how I could use the case study kit "Research to Action" to share what I've learned about concept testing:

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<http://aliveandthrive.org/resources-main-page/case-studies/>

3. Your supervisor says she sees no value in concept testing. You say:

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4. Your teammates say they need formative research findings to create the concepts to test. You say:

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## 7 tips for finding emotion through concept testing

1. Don't ask, watch them react
2. Take "educated guess" at first concepts
3. For emotion, talk with the "extremes"
4. Make it safe for emotional talk
5. Test, adjust, test, adjust
6. Participants will set you straight
7. Build emotion into all messages and materials

## A&T's case studies for behavior change



CASE STUDY #1

Research to Action:  
Designing communication  
on child feeding  
in Bangladesh



CASE STUDY #2

Dads can do that!  
Strategies to involve  
fathers in child feeding



CASE STUDY #3

What drives behavior?  
Key factors for handwashing  
in Bangladesh

<http://aliveandthrive.org/resources-main-page/case-studies/>