Hand Out

Interviewer’s Guide

Introduction

You must identify the relevant characteristics of your targets. When you introduce yourself to the potential respondent, introduce yourself as a UIC student conducting a survey as part of the requirements for a Market Research class you are currently taking at the university. You may also tell the prospective participant that students in another UIC class designed the product concepts that you are going to be asking them to evaluate. You can also tell them that the survey should take no longer than 10 minutes for them to complete.

Qualification

Once someone agrees to participate, the first questions you ask the person you are about to interview is whether they possess the correct set of characteristics to answer the questions for your packet of product concept cards. If the person qualifies, then hand that person the first concept card and ask her/him to study the picture carefully and read the text. Do not tell him/her anything about the pictures. The respondents are to react to only what is on the card. If the participant asks you a question about the product or its price, etc. tell them you simply do not know.

Interview

After the respondent has looked at the picture and read the text, ask him/her to please answer the six questions about the product concept shown on the card (refer to the Hand Out - Concept Testing Questions). You may either hand them the questions and ask him/her to circle the answers to the first four questions, and then write in their answers to the last two, or else you can read the questions and answers to the person and record the answers yourself. Before you show the participant a concept card, make sure to write the name of the product that is pictured on the card on the blank line on the top of the questionnaire. The name of each product should appear on the card. Each of your five respondents must evaluate all of the concept cards, and each person you interview must return all of the concept cards to you. Be prepared with a pencil or pen to record the answers.

Additional Participants

Each time you administer the survey to another person, shuffle the order of the (picture) concept cards.

When you have completed five interviews, turn in the concept cards and the filled out questionnaires to your IPD professors.