

CP Phase 2 Concept testing

Concepts Selection

Questions	Age and gender	Concept	Reasons
Which of these four concepts capture your attention	18-25F	Bodaboda	Most commonly available transport and these actions are available. Comment: Mostly bodaboda seduce girls.
	26-35F	Tulia	Mostly occur to women in their ages
	18-25M	Bodaboda	
	26-35M	Boda boda then Tulia	Some of the participants are bodaboda drivers
Which of the four concepts most clearly communicate that; it wants you to tulizana, why and how”?	18-25F	Boda boda	
	26-35F	Veterans	
	18-25M	Tulia	Behavior available in our community
	26-35M	Bodaboda	Mostly available, short and clear
Which of these four concepts do you relate to most?	18-25F	Tulia	Age groups which is affected by these activities
	26-35F	Bodaboda	Most of them ride bodaboda
	18-25M	Boda boda	
	26-35M	Bodaboda	
Which of these four concepts communicates the strongest benefit of tulizana why and how?	18-25F	Spit screen	Mostly benefits
	26-35F		
	18-25M	Spit screen	If the family is peaceful, then kids will benefits from good teachings
	26-35M	Bodaboda then spilt screen	Increase in income and no quarrel with your boss
Which of these four concepts do you think would likely convince people like you to start kutulizana, why and how?	18-25F	Tulia and Bodaboda	It encourages/equips one to dare...be different
	26-35F		
	18-25M	Tulia	

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	26-35M	Bodaboda	
Which of these four concepts is your preferred choice? Why?	18-25F	Bodaboda then Tulia	It equips one to dare to be different Boda bodas are very timely concept...people can relate easily.
	26-35F		
	18-25M	Bodaboda	
	26-35M	Bodaboda	

Ranking

Concept 1 : Tulia

	18-25F	26-35F	18-25M	26-35M	Average
Draws attention of the audience (kuvuta usikivu)	7	7	6	6	7
Message is clear; understandable & relevant (ujumbe iko clear, inaeleweka na inaendana)	5	6	5	7	6
Relates to the target/focus audience (inaongea na wahusika)	6	7	7	6	7
Believable to the target/focus audience (inaaminika kwa wahusika)	6	6	7	7	7

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Concept 2: Veterans

	18-25F	26-35F	18-25M	26-35M	Average
Draws attention of the audience (kuvuta usikivu)	4	7	5	5	5
Message is clear; understandable & relevant (ujumbe iko clear, inaeleweka na inaendana)	3	6	4	5	5
Relates to the target/focus audience (inaongea na wahusika)	4	7	5	6	6
Believable to the target/focus audience (inaaminika kwa wahusika)	7	6	7	6	7

Concept 3: BA & BM

	18-25F	26-35F	18-25M	26-35M	Average
Draws attention of the audience (kuvuta usikivu)	6	7	6	5	6
Message is clear; understandable & relevant (ujumbe iko clear, inaeleweka na inaendana)	6	6	7	5	6
Relates to the target/focus audience (inaongea na wahusika)	6	7	7	7	7
Believable to the target/focus audience (inaaminika kwa wahusika)	7	6	7	7	7

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Bodaboda 2 (maneno chini)				Better	
Bodaboda 3 (maneno mshazari)				Good	
Live longer 1 (words above)		<p>The guy is Dumped</p> <ul style="list-style-type: none"> . Guy surprised if any women can refuse these items . Man told the facts concerned him with no defending points . Woman getting away from the network 	Concept 4	Best	<ul style="list-style-type: none"> . Girl stand on the door and throw out things . Girl stand by the door with things thrown out and showing “mvua” from her mouth . Show the valuable things bought
Live longer 2 (words below)				Better	
Split		<ul style="list-style-type: none"> . Picture shows the same person first is nyumba ndogo and the second one at home . Relates with two families and bagamoyo veterans 	Couldn't relate with any concept		<ul style="list-style-type: none"> . Words don't relate with picture . re-design it

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		. Generally not understood			
		. Man caught with another woman by his wife			