

**Concept Testing Discussion Guide. Tuko Wangapi Tulizana Phase 2
Bagamoyo, November 7, 12.**

Location.....Gender..... No of participants

Introduction

Good morning/afternoon

My name is and my friend iswe work.....

JHU cooperating with the ministry of health is in the process of developing phase 2 of the Tuko Wangapi Tulizana campaign. In order to develop materials for this campaign some concepts were developed to guide the materials developed and we would like to ask you some questions about them.

Please feel free to tell us anything about these concepts.

To find about your thoughts we shall ask you a few questions and please remember no answer is right or wrong.

Questions for logo

Questions	Response
1. What do you understand by phrase “Tulizana” ? (unaelewa nini ukisikia dhana Tulizana?)	
2. (Clarity) How would you describe the phrase “Tulizana” in your own words/language? (unaweza kuelezeaje dhana ya Tulizana katika lugha yako?)	

Questions for each of the concepts (objectives are for moderator)

Objective: Friends helping friends to have the ability to come out of concurrency

Concept 1. I dare to be different... (thubutu kuwa tofauti)

Execution 1 story line: Showing up unexpectedly with your primary partner where CP is fashionable

Question	Response
<ol style="list-style-type: none"> 1. Please tell me what you understand by this idea? 2. Do you think this idea is telling you to do anything in particular? 3. What do you understand by the phrase “I dare to be different”? 4. Is there anything you do not understand? 5. In your own words what is this idea saying? 6. Is there anything confusing or offensive with the idea? 	

After answering questions to the first execution for concept 1 show them the rest (if any) and ask them to choose their best choice.

Of these executions which one do you like most and why?

Objective: Modeling couple positive behavior internally

Concept 2. Do it for Them/Her/Him ... (by exercising patience and compromise) (Fanya kwaajili yao/yake/yako –kwenye ndoa au mahusiano) kwa kuwa mvumilivu au kuchukuliana

Execution 1 story line: Not taking nonsense or making it work?

Question	Response
<ol style="list-style-type: none"> 1. Please tell me what you understand by this idea? 2. Do you think this idea is telling you to do anything in particular? 3. What do you understand by the phrase “Fanya kwaajili yao/yake/yako “? 4. Is there anything you do not understand? 5. In your own words what is this idea saying? 6. Is there anything confusing 	

or offensive with the idea?	
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After answering questions to the first execution for concept 2 show them the rest (if any) and ask them to choose their best choice.

Objective: Modeling ways to reduce number of partners/maintain one partner

Concept 3. I will... (Ntafanya/ntakubali/ Ntatekeleza)

Execution 1 story line: Bodaboad yangu haivuki boda

Question	Response
<ol style="list-style-type: none"> 1. Please tell me what you understand by this idea? 2. Do you think this idea is telling you to do anything in particular? 3. What do you understand by the phrase(Ntafanya/ntakubali/ Ntatekeleza 4. Is there anything you do not understand? 5. In your own words what is this idea saying? 6. Is there anything confusing or offensive with the idea? 	

After answering questions to the first execution for concept 3 show them the rest (if any) and ask them to choose their best choice.

Objective: Showing consequences of Concurrency, negative/positive

Concept 4. Look after yourself and live longer. (Jitunze ili uishi mda mrefu zaidi)

Execution 1 story line: Foregoing marriage than marrying a married man...

Question	Response

<ol style="list-style-type: none"> 1. Please tell me what you understand by this idea? 2. Do you think this idea is telling you to do anything in particular? 3. What do you understand by the phrase..... 4. Is there anything you do not understand? 5. In your own words what is this idea saying? 6. Is there anything confusing or offensive with the idea? 	
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After answering questions to the first execution for concept 4 show them the rest (if any) and ask them to choose their best choice.

Selection of concepts.

Question	Response
<ol style="list-style-type: none"> 1. Which of these four concepts capture your attention? 2. Which of the four concepts most clearly communicates that; it wants you to tulizana, why and how”? 3. Which for these four concepts do you relate to most? 4. Which of these four concepts communicates the strongest benefit of tulizana why and how? 5. Which of these four concepts do you think would likely convince people like you to start kutulizana, why and how? 6. Which of these four concepts is your preferred 	

<p>choice? Why?</p>	
<p>Questions</p>	<p>Response</p>
<ol style="list-style-type: none"> 1. Have you seen this visual before? Where? (umeshawahi kuona hii picha mwanzoni? Wapi?) 2. Have you seen this visual before? Where? (umeshawahi kuona hii picha mwanzoni? Wapi?) 3. When you see this visual..... what comes to your mind? (ukiona hii pichaunapata picha gani kichwani mwako?) 4. What other visuals can be used to show the phrase "....."? (ni picha gani nyingine zinaweza kuonyesha dhana ya tulizana?) 5. Ensure the respondents describe clearly the visuals/logos they want. (hakikisha participats wanaeleza kwa uwazi 	

picha wanayoona inafaa)	
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Matrix ranking

This will be filled in by the research assistants for each concept after the group discussion.

Matrix ranking	Concepts							
	0	1	2	3	4	5	6	7
Draws attention of the audience (kuvuta usikivu)								
Message is clear; understandable & relevant								

(ujumbe iko clear, inaeleweka na inaendana)								
Relates to the target/focus audience (inaongea na wahusika)								
Believable to the target/focus audience (inaaminika kwa wahusika)								