



Telford and Wrekin Service Signposting campaign: design recommendations

Testing overview

In total, three focus testing sessions were held across the area with **22 people**.

Session 1 (12 participants):

Juniper Training – we spoke to the same students and a teacher that took part in the original sessions.

Session 2 (6 participants):

Citizens Advice Bureau – we spoke to a group of volunteers.

Session 3 (4 participants):

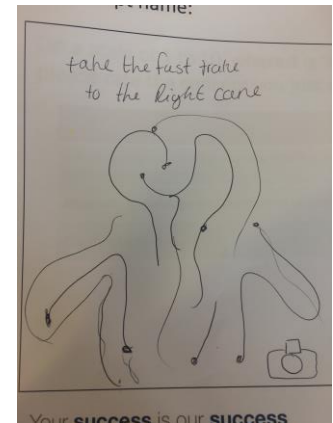
Focus group – we held a final session with some participants of the original focus groups.

What was tested?

The perception of the design, comprehension of the message and possible impact on behaviours were explored for each of the three design options.

A variety of exercises were used to achieve this, for example the 'memory test' where participants were shown the designs for 20 seconds and asked to draw what elements they remember. This allowed us to understand what elements would be recalled in real life (see sample image, right).

To measure changes in the likelihood in using services, all participants were asked where they are likely to go when they require health advice, before and after being shown the designs.



Sample from memory exercise for tube design

Outcomes

Preferred design: The design that was favoured the most was the 'tube' design. This design saw the greatest increase in the likelihood of participants using NHS 111 and pharmacy

Preferences for amends

- Explore other colour variations – to incorporate more bolder, brighter colours if possible
- Use the 'Take Care Telford' logo from the 'map' design as this was preferred
- Amends to the route of NHS 111 to make the message clearer about using the service when you are unsure as opposed to unwell
- Shorter text, with a larger font for body text

