

DISCUSSION GUIDE
FOCUS GROUPS WITH RECENT TRAVELLERS ON
SLOGANS AND GRAPHIC DESIGNS RELATED TO CONSULAR SERVICES
(continued)

4. ASSESSMENT OF GRAPHICS (30 minutes)

Three mockups, each one with a totally different visual impact, will be shown to participants one at a time, with the order of presentation varied according to group. While each will feature one of the slogans, it will be explained that the slogans and the graphics may be mixed and matched later based on research findings and that, for the time being, participants are to concentrate on graphics. Here again, spontaneity will be encouraged with probes such as:

- What impression are they trying to convey with this illustration? ... with the colours? ...
- What's the visual message? ...
- What do you like best about this presentation? ... Why? ... What do you like least? ... Why? ... Is there anything about it that really bothers you? ...
- In what context would this graphic illustration be most striking? ... as a brochure? ... as a poster? ...
- Is there anything that could be changed slightly that would improve it? ...
- Is it a little too fancy? ... too expensive? ...

5. REVIEW AND RATINGS (10-15 minutes)

The four slogans and three graphic illustrations will be reviewed and rated on a 1-10 scale. The exercise will also serve to recap previous impressions while providing an opportunity for new insights and opinions to surface.

6. WIND DOWN (5-10 minutes)

The moderator will ask participants if they wish to make any further comments before thanking them for their input.

(TOTAL: 105-120 MINUTES)