# Checklist

Below is a guideline of what type of information you will need to place on your poster design when you recruit participants.

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| **Key information** | **Suggestions** | **Examples** |
| **Image** | **Relevance.** Keep images relevant. Think about the purpose of the image.  **Choice of visuals.** Keep the poster at a neutral or positive light, as people will associate it with your research session and ministry.  **Personal Information.** Do not display any personal identifiable information on posters. For instance, if you are going to use driver’s license as an image of choice, use made up data or blur it so that people cannot read it.  **Intellectual Property.** If you are using a third-party image, check to make sure you understand how photographers want you to use or distribute their image. | **Example 1.** If you are testing for a sensitive topic such as getting flu shots, you may use an image of a band aid, or generic image of a nurse with patient. Images of needles with bare skin may come across as repulsive.  **Example 2.** If you’re testing for renewing driver’s license, you can put images of drivers, cars, generic driver’s licenses. |
| **Ministry name or representation of Ontario government** | **Placement of name.** It is important for users to know that this is a government initiative; however, it doesn’t need to be prominent. | **Example 1.** Logo of ministry or Ontario trillium logo.  **Example 2.** Write out the name of your ministry, or Ontario Public Service. |
| **Target audience** | **Be specific.** Be clear with who you are looking to get feedback from. If there are multiple types of participants, you may want to explore doing different posters to target different audiences. | **Example 1.** Are you a parent or guardian looking for child care assistance? We want your feedback!  **Example 2.** Are you an entrepreneur starting a business? We want your feedback! |
| **Description of study** | **Explain why.** Why is this research important? How is the participant helping by participating in the study?  **Speak your audience’s language.** Write in plain language so that it’s easy to understand for everyone.  **Use of wording.** Although you are technically doing user research session, you may want to choose other terms like “getting feedback” or “improve customer experience”. Reason being that the term “user research” sound too broad to potential participants. | **Example 1.** Wish there was a better way to apply for your health card? We are looking for a select number of participants to share their recent experience. Your story will help us improve our services so that we can design better services next time around. |
| **Length of session and compensation** |  | **Example 1.** You will be compensated with a $60 gift card for one hour of your time. |
| **Location of session** |  | **Example 1.** Address of ministry.  **Example 2.** To be determined based on your preference. |
| **How to get in touch.** | **Instructions for writing email.** If you would like people to contact you via email, it helps to give specific instructions on how you want them to write to you.  For example: Contact [person@email.com](mailto:person@email.com) with your full name, phone number, with subject line: Research session. | **Example 1.** Email address of primary contact.  **Example 2.** Link to a form that interested participants can fill in. |