



DIGITAL STORYTELLING (DST) STEP 1: BACKGROUND RESEARCH AND AUDIENCE INSIGHT / ASSIGNMENT 5

DST1-5 Assignment: AUDIENCE TESTING

Phase 1. Prepare the research

Select an easy-to-use survey tool for your audience testing. This assignment uses [SurveyLegend](#) that is free of charge for small-scale surveys. The purpose of this assignment is to **test your target audience's first impressions and preferences** related to your sustainability challenge or digital storytelling (DST) ideas.

Select five images that illustrate your digital storytelling ideas:

- One main picture to convey the idea of your sustainability challenge or DST topic.
- Four other pictures for A/B testing. Choose two pictures that represent your story idea A and another two pictures that represent your story idea B.

Create the survey questions:

- Q1 (first impression based on the main picture): How does this image make you feel?
- Q2 (A/B testing based on four pictures): Please select the most inspiring picture for you.
- Q3 (open question): What would you tell your friends about these pictures?
- Q4 (open question): What questions do these images trigger in you? What are you curious about when looking at them?
- Q5 (information needed for making international comparisons): What is your home country?

Phase 2. Implement the research

- **Select respondents** that represent the target audience of your story. Use your personal networks (including international networks) to reach target audience members.
- **Name your survey and prepare a short introduction letter**, explaining the need for your survey. Be short and simple: "The purpose of this short survey is to map your feelings and first impressions about a set of pictures. Your answers will be handled confidentially and they will be used to design digital storytelling content for promoting sustainable service solutions and lifestyles."
- **Share your survey link** through social media or email.
- **Give your respondents one week to answer** and indicate the final response date. If needed, send them a reminder two days before the deadline.

Phase 3. Analyze the results

- **Organize your survey results** question by question. You can **visualize the results** of the open answers (e.g. by using Word cloud tools such as [Wordart](#)).
- **Analyze the results and select the insights** that are meaningful for your digital storytelling project.
- **Prepare a small presentation** about the key results: 1) first impressions, 2) preferred ideas (A/B), and 3) open comments.

