

Plan Your Reporting Project: Testing Report Materials

Key Points

- Testing of materials and strategies with your audience is a key step in the reporting process. This will tell you if the information in your report is meaningful and can be easily understood by your audience. It will also allow you to refine your materials and messages.
- Before you begin testing, be clear about your goals (e.g., to determine whether the audience is interpreting the data displays correctly). It is helpful to anticipate how you may be able to use what you learn to improve your report.
- Give members of your audience an opportunity to react to the materials and, if possible, plan on multiple rounds of testing so that you can get feedback on each round of revisions.

To learn more, go to [Why Test Materials](#).

Questions and Tasks

- What do you want to learn through the testing process?

Type your response here.

- List the things you'd like to test with your audience (e.g., messages, design elements).

Type your response here.

- Does your organization have resources for multiple rounds of testing and revisions?

Type your response here.

- Outline your plan for the testing process.

Type your response here.

- How will you select members from your audience for testing?

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- What methods will you use to get feedback from your audience?

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- Can you carry out multiple rounds of testing and revisions of the information in your report?

Type your response here.

- How will you use what you learn to improve the report?

Type your response here.

- Document your findings; note how the audience responded and how you can address any issues raised.

Type your response here.

- Learn more about how you can [Plan Your Reporting Project](#).
- List [all topics in the Checklist](#).