

Quali Use Test - Children

Qualitative Technique

Examples of activity areas :

- Food
- Drinks
- Games and toys
- Newspapers
- Multimedia
- ...

● **The problematics of product-testing with children**

The main goal of product-testing is to ask consumers their assessment, and their reasons for support or rejection, on 2 levels :

- right away, on first contact with the product (specification of product attractiveness),
- in the long run, through use or consuming (specification of loyalty or turnaround predisposing factors).

Children public is a specially difficult one, which requires suitable investigation techniques .

● **Our methodological approach :**

In order to collect reliable, complete and in-depth information, we suggest a three-step qualitative technique, to meet with the psychological and behavioural logic of children :

1. When placed outside their usual context (home, family), children tend to feel destabilized. Hence, when first contact with the product takes place at the institute , testing conditions aren't optimal :
 - *Shy, hap-hazard manipulation ...*
 - *Sampling isn't spontaneous, under adult supervision, self-conscious ...*

➔ **Quali Use Test - Children first offers an exploratory stage of product-testing at home**, in order to place the child in his/her usual context, thus optimising judgement ability (step 1) .

2. When confronted with a product for the first time, children have no available reference and therefore need time to appropriate it according to personal pace and leisure.
 - *Pre-set timing would enforce choice, cause panic, ...*

➔ **Quali Use Test - Children then offers a product-appropriation stage, over 1 week**, allowing for consuming or use of product at the child's pace and leisure (step 2)

3. When asked for their opinion, children settle in an « examination posture » , especially when facing an adult on their own : They feel they are being judged from their answers.
 - *Impeded criticism, fear of giving a "wrong answer",...*
 - *Restricted creativity, self-censorship, ...*

➔ **Quali Use Test - Children offers an ultimate stage in small group form** (creative workshop) to allow children for experience feedback, exchange, and benefit from mutual incentive to enrich their reflection and expand their creativity (step 3).

Step 1	Step 2	Step 3
AT HOME		AT THE INSTITUTE
Exploratory stage	Product appropriation period	Feedback and exchange
<ul style="list-style-type: none"> ▪ Product is deposited at home. ▪ Quick 30 min. semi-directive interview : <ul style="list-style-type: none"> . observational research. . on-the-spot reactions, when product is being discovered by the child. ▪ Pre-designed observational grid is handed over to the mother. 	<ul style="list-style-type: none"> ▪ The child uses/consumes product over 1 week, at his/her pace and leisure. ▪ The mother observes, quotes child's questions and remarks on pre-designed observational grid, and returns it to the institute at the end of the test. 	<ul style="list-style-type: none"> ▪ 2 h 30 creative workshops, each involving 6 children who have taken part in stages 1 and 2. ▪ Additionally : <ul style="list-style-type: none"> . creative workshops for mothers, . and at the end of the workshop, use of «<i>mirror technique</i>» gathering mothers with children for direct opinion confrontation.



Analyse child's first meeting with the product.



In-depth comprehension of product's strong and weak features.



Probe supports and brakes upon product use/consuming. Establish improvement lines and policy basis.

● Infrastructure and logistics

- Meeting rooms specially fitted out for children (cushions, poufs...)
- Country-wide network of specialized psycho-sociologists for children public.
- In-house recruitment (computerized data file).

● Know-how

- 8-year long experience and practice of research with child public .
- Updated monitoring of children's market.
- Other techniques devised for young prospects :
 - *duo* : joint interview with 2 children carried out by a psycho-sociologist (a technique mainly designed for exploratory research),
 - *shopping* : child is accompanied at the shop, and placed in a real-life purchase situation.

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