Poster test

Why am I doing this?

The client asked me to make a poster with the goal to attract and inform new customers. Some posters, especially poster that will be around the city, rely on first impressions. So I want to find out what first impression they can from my poster and if anything is clear to them.

"How effectively does the poster attract attention and communicate key information at first glance to potential customers?"

How am I doing this?

I showed my poster to the target audience and asked them to perform a **Think Aloud**. I chose this method since it will allow me to get to know their first impression at first glance.

What did I find out?

- The poster needs a call to action to make potential customers interested, like a discount.
- The contact details weren't visually prominent enough to catch you attention to make it easier to take action for potential customers.
- First impressions matter.

So?

I've learned that doing a Think aloud is a helpful method, especially for certain media outings, such as a poster. First impressions are important. If something isn't clear enough, people won't do anything with it. The insights that i've gathered from doing this helped me with further iterations.