

Participant's Name:

### Pre-Video – 3 mins

#### Intro – 1 min

We're going to watch a 30 second video together. I'm going to ask you a few questions to see how well the video meets its objectives. Not testing you – no right or wrong answers! Rebecca/Tom is here to help take notes.

#### Set up the hypothetical situation – 2 min

Imagine you're a credit union CEO at a big convention for work. You walk down an aisle full of different credit union exhibits, and then you come across this one for MAX (see scale model). On the outside here is the video I'm about to show you.

*What would you expect to see in a video like this?*

### Play the video – 1 min

Watch the participant's reactions, looking for things like these. Take notes or just circle the words!

*Surprise*

*Happiness*

*Confusion*

*Boredom*

*Excitement*

*Disgust*

### **Post Video – Qualitative Questions – 8 mins**

*What did you see? Or, how would you describe this video to someone who hasn't seen it?*

*[OPTIONAL] Did you notice any brands or products in the video? What can you tell me about those?*

*[OPTIONAL] What are the main takeaways you got from this video? Or, what did you learn from this video?*

*What would you do next if you saw that? Why? Or, what made you want to come into the exhibit?*

*[TIME PERMITTING] How does the video make you feel?*

### **Post Video – Quantitative Survey Questions – 2 mins**

Participants will complete this survey on the iPad.