

ASK CONSUMERS? ABSOLUTELY!

Authors

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Short Abstract

A key aspect of marketing in the corporate sector is focus group testing on products. The corporate sector always asks “the man in the street”. In the same way, information that is provided to people with limited literacy skills should be consumer reviewed. This paper will outline the critical step of taking Easy English products into the marketplace. Issues to be discussed include:

- how to obtain quality information,
- collecting data for final products, and
- Collating data across different documents, thus enhancing our knowledge for standards needed in all Easy English writing.