

# HOW END-USER FEEDBACK SHAPED OUR RESEARCH VIDEOS

## Description

We are creating short animated videos to share ARC LTC research findings. During the development stage of the videos, we asked for feedback to make sure they are clear, effective, and useful.



## What We Did

### 3 Focus Groups, 11 Participants

- 4 continuing care assistants
- 5 LTC stakeholders
- 2 family/friends of someone living in LTC



MS Teams Meeting  
(60 minutes)

WATCH VIDEO



Researcher asked questions & participants provided feedback about the video

## What We Heard & What We Changed

Overall, there was a positive reaction to the video with key recommendations for improvement:



### PACING

- Slow down overall pace
- Breaks between sections
- Additional shorter video format for social media

*"I thought that the person speaking went quite fast...I would slow that [video] down to try to really take in the information and what that means"*



### MESSAGE

- Catch attention at the start to connect with viewers
- Emphasize care aides' workload vs. wellbeing
- Balance positive/negative tone.
- Add a clear call to action

*"We show up because we care"*



### VISUALS

- Remove clinical imagery
- Consistent animation style
- More diversity among staff
- Simpler visuals and charts

*"I think that could be more diverse and maybe not just specific imaging for nurses"*

## More Videos Coming Soon!

Feedback on our first video will guide our future videos. Stay connected to watch, learn, and get involved:



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