

## Consumer Research Overview for the Development of MyPyramid

Several rounds of consumer research were conducted to obtain consumer feedback that helped guide the development of the new graphic, slogan, and messages for the MyPyramid Food Guidance System, which replaced the original Food Guide Pyramid. These included:

<b>Study</b>	<b>Date</b>	<b>Audience</b>	<b>Topics</b>
1. Food Guide Pyramid concepts and message testing	May-June 2002	18 focus groups with adult consumers, older adults, food stamp recipients, and overweight adults	Identified what consumers currently understand about the original Pyramid graphic and messages.
2. Potential New Food Guidance System Messages	February 2004	8 focus groups with older and younger adults	Identified how consumers understand potential new Food Guidance System messages, and the potential appeal and perceived usefulness of these messages.
3. Potential Graphic Concepts and Slogans	October 2004	10 focus groups with older and younger adults who use or do not use the Internet for health information	Explored consumer response to prototypes for a new graphic symbol and slogan for the new Food Guidance System.
4. Potential Graphic Concepts, Slogans, and Messages	December 2004	Web TV test with 200 individuals	Identified level of appeal of 4 graphic icons and slogans as a symbol for healthy eating and physical activity, and assessed ease of understanding for 20 prototype messages.
5. Final Graphics	February 2005	Web TV test with 200 individuals	Identified which of 2 renditions of final graphic icon was most appealing.
6. Website Usability Testing	February 2005	In-depth interviews with 18 adults who are interested in nutrition	Explored consumer reactions and issues to the MyPyramid Website while navigating through prototype version.