1 Title

5 min	Introduction phrase	Introduce the matter, present the moderator and the ground rules, go through the forming phase
10 min	If I ask you about compliance, what comes first to mind ?	Start by asking a simple question, might not be directly related to the research, finish the introduction phase, gauge the group. No need to spend much time here.

Theme 1 : Features review (likes, dislikes)

The group is not ready to perform yet but we're getting there, continue with easy questions, this theme is not asking for complex or unconscious answers.

5 min	Question 1, mur de mots ? one word answers ?	We are trying to probe the users with the good features they expect from this kind of software
5 min	Question 2 Best-worst case scenarios ?	We are asking the participants to imagine what would be their best and worst software features.
5 min	Question 3 first thing that comes to mind ?	Look for possible incentives we could use.

Theme 2 : The Decision Making Process

The group should now be ready to give more important informations. We are trying in this theme to get an understanding of the decision making process.

5 min	Question 1, mur de mots ? one word answers ?	Explication Question 1
5 min	Question 2 Best-worst case scenarios ?	Explication Question 2
5 min	Question 3 first thing that comes to mind ?	Explication Question 3

Theme 3 : What influence the choice for a given software ?

We start to dig a little bit more with this theme. We are trying to uncover what or who decision makers listen to when having to make a decision. It is important to drill down and go past simple answers. Do not hesitate to spend more time on questions

5 min	Think back to the last time you had a doubt about a decision, whom or what did you turn to for advices ? why ?	We are projecting participants in the past in a known situation. They are more likely to give us profound meaningful insights of their behaviour.
5 min	If I ask you about research, what comes to mind ? Or maybe use images of a researcher and a businessman and ask for comments	We are probing to understand how research and researchers are perceived by these decision makers. This might shape a future branding strategy.

Theme 4 : What motivate the choice for a given software ?

This is another important theme, we are looking for motivations that lead to the adoption of a given software. If we uncover this we could be able to target the right incentives. As for the previous theme, don't let the participants get away with easy answers, drill to the profound meaning.

5 min	What makes you chose between equally potent softwares (equally priced) ?	We are trying to find non technical reasons that lead to the adoption of a given software. Each reason must be investigated in depth. Time and money are non acceptable answers.