Focus Group Interview

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**Introduction**

Given that the potential clients for out digital service are students in all ages, we’ve conducted a focus group interview, to help gain a better insight of our target audience, and what they prioritize in a good app. Though our target audience are all students, there is still a major difference in the individual client, as they differ in age, personality, culture and technological capability. Some may use their phone all day for everything, while other’s feel it’s too complicated.

Participants of the focus group interview were introduced to the main concept of the Student Hub app, without specifying too many details. Our aim was to make the participant grasp the idea of a helpful student multipurpose tool, and get an understanding of the wanted and needed features. This way, the participants had a chance to open their thoughts and opinions on what is important and crucial for a good app. Furthermore, it gives us as developers an understanding of how students tend to use their smartphones for educational purposes.

**Highlighted Point Results**

“Having a multi-purpose student app, that offers a smooth user experience could really change the way students engage in educational matters. Neither Lectio (*intra platform for high school students)* or Fronter offer a good design mixed with functionality. They work as they should, but no-one uses it for communicational purposes. If I wanted to ask a teacher a question on Lectio, I’d had to construct the message as an e-mail, making it almost see too formal and important. I believe there’s an app for Lectio, but it was so bad”.

*Duki Vatovci, Information Science Student at Aarhus University*

“I don’t really use apps for school, no. I generally don’t use my phone a lot, as I’m not quite the techy kind of girl. I mostly use it for Instagram and SMS. However, I think it’s really cool to have a place where you can get answers and inspiration from other students. It’s a nice way of making fellow free-thinkers help each other and share free knowledge! That might actually make me want to check it out. Also a cool idea to have an overview of places with student discount, I never know where to see that”.

*Signe Vinrig Rasmussen, Humanities Student at Roskilde University*

” I don’t really know what I’d use the Forum for personally. Perhaps in the future, where I’ll be looking for an internship, or professional connections. But I still think the app has some useful to offer by bringing student related handy information, like the discounts. Maybe it could also tell you about student-relevant events in Copenhagen, or maybe even parties?”

*Jonas Herting, Event Manager Student at DJMX*

**Conclusion**

Judging from the interview results, it’s very clear that there is no similar app that offers quite the same service as Student Hub aims to do. Participants were especially thrilled about the whole idea of sharing free information, and make that a way of helping other students out. All the participants agreed that sharing school-related topics on Facebook limits it to only being appropriate between fellow classmates or friends. When asked if they’d ask a stranger about something educational, everyone agreed it would be inappropriate or straight up creepy. Another important finding is how students talk and interact, which isn’t that formal. Since the app is going to be user-based, with a broad community, the language should be in the same tone throughout the interface, to avoid formal contrast. This is how we want potential users to open up and talk with other students as they normally would.