Focus Group Guide: Collaborative Learning Platform Development

(Duration: 45-60 min | Participants: 5-8 students | CONFIDENTIAL)

Session Setup Checklist

✓ **Materials**:

- ☐ Flip chart paper & markers

- ☐ 6 Feature cards (pre-printed)

- ☐ Sticky notes (multiple colors)

- ☐ Consent forms

- ☐ Audio recorder + backup
  ✓ **Logistics**:

- ☐ Private room with circular seating

- ☐ Light refreshments station

- ☐ Name tents for participants
  ✓ **Pre-Session**:

- Distribute consent forms

- Test recording equipment

- Set up prioritization activity materials

Moderator Script

Opening (5 min)

"Welcome! We're exploring collaborative learning experiences to develop StudySync - an AI-powered platform to connect students with compatible study partners. Your insights today will directly shape this tool.

Ground rules:

- Confidentiality: What's shared here stays here

- Anonymity: We'll use only anonymous quotes

- Participation: All perspectives are valuable

Let's introduce ourselves:

Name, Major, One word describing your relationship with group studying

Warm-up Discussion (10 min)

Activity	Instructions	Facilitation Tools
Preference Poll	"Show of hands: Who prefers studying alone? In groups?" → Follow-up: "What drives that preference?"	Tally on flip chart
Best Experience	"Describe your BEST group study experience: • What made it successful? • How did it impact learning?"	Record keywords on green sticky notes

Activity	Instructions	Facilitation Tools
Worst Experience	"Describe your WORST group study experience: • What went wrong? • What could have fixed it?"	Record keywords on red sticky notes

(Cluster notes thematically on flip charts)

Feature Prioritization Activity (20 min)

Feature Cards (Distribute physical cards):

1. ☐ AI Compatibility Matching

2. 🎥 Integrated Video Chat

3. 🗓 Automated Scheduling

4. 📊 Progress Tracking Dashboard

5. 💼 File Sharing System

6. 🏆 Achievement Badges

Phase	Instructions	Time	Output
Individual Ranking	"Silently rank features 1-6 (1=most valuable)" *(Provide ranking sheets)*	5 min	Personal priority lists

Phase	Instructions	Time	Output
Group Discussion	"Share your #1 choice and why" → Probe disagreements → Identify trade-offs	10 min	Flip chart: Pros/Cons per feature
Consensus Building	"Dot vote on final ranking" *(3 dots per participant)*	5 min	Master priority list

Deep Dive Discussion (15 min)

Question	Key Probes	Facilitation Technique
1. Trust in AI Matching	• Transparency needs? • Control over parameters? • Rejection mechanisms?	Think-Pair-Share then group debrief
2. Data Sharing Boundaries	• Academic performance? • Study schedules? • Learning styles? • Personality traits?	Spectrum line activity (wall continuum)
3. Relationship Building	• Gradual vs. immediate matching? • Ideal vetting process? • Trial period design?	Rapid ideation (1 idea per sticky note)

Question	Key Probes	Facilitation Technique
4. Long-term Engagement	• Progress tracking? • Goal-setting features? • Accountability systems?	Round-robin sharing

Closing (5 min)

Final Questions:

1. *"If StudySync launched tomorrow, what would convince you to try it?"*

2. *"Any unaddressed concerns about AI matching platforms?"*

Wrap-up Script:

"Thank you for your invaluable contributions! We'll email research findings within 4 weeks. Please collect your participation incentive at the door."