

Focus Group

Spin for product, service, or business ideas and act as a focus group to react. Play any way you'd like:

Discussion & Debate

- **Hot Takes** → Each student gives a quick reaction: “Love it,” “Hate it,” or “Not sure,” then explains why. Use students’ real opinions or assign them opinions to defend.
- **Pro vs. Con Debate** → Half the group argues why the idea would succeed, the other half why it would fail.
- **Target Audience Switch** → Discuss how kids, teens, parents, or teachers would each react differently.

Voting & Ranking

- **Yes/No/Maybe** → Students place each idea in a category.
- **Rank the Ideas** → Groups put 5 products in order from most to least useful.
- **Spend Your Budget** → Each student has “\$500” to spend on the ideas they’d most want.
- **Survivor Round** → Start with 10 ideas, eliminate them until only the “best” survives.

Critical Thinking

- **User Testers** → Write or roleplay customers trying out the product/service/business and reacting.
- **Problem-Solution Match** → Identify the problem the idea solves, then decide if the solution is strong.
- **Compare to Real Life** → Discuss what already exists that’s similar, and if this idea is better.
- **Ethics Check** → Is it safe, fair, eco-friendly, or inclusive?
- **Future Test** → Predict how this idea would work in 5, 10, or 20 years.