**Page ID**: **#.# Focus Group**

# Primary Content

**Title**

Enter the **Title** of the **Method** here (REQUIRED).

**Focus Group**

**Description -- i.e., What it is:**

Enter the **Description** here (REQUIRED).

A group discussion where five to 10 participants are led by a moderator through a series of questions aimed to uncover attitudes, beliefs, desires, and thoughts in relation to a given topic.

When the goal is to get feedback on a design solution, participants can spend part of the session working with a prototype. After participants have worked with the prototype, they can come together and discuss their reactions to the prototype.

**Recommended Uses**

Enter the **Recommended Use** here. If there are no details, insert N/A or TBD.

* To identify the problem and get the information needed to reach consensus on the scope of the project.
* To gather information about users and their operational environments, including workflows for products and systems already in place.
* To measure product design post-launch for compatibility with previously recorded user data.

**Limitations**

Enter the **Limitations** here. If there are no details, insert N/A or TBD.

* More outspoken participants in focus groups can dominate and sway the conversations.
* The findings are based on subjective self-reporting that may not be entirely accurate.
* Conclusions must be drawn cautiously when group is a sample of convenience.
* Moderators must be trained to manage several group dynamics while also maintaining the appropriate line of questioning for the topic.

**Outcomes**

Enter the **Outcomes** here. If there are no details, insert N/A or TBD.

* A set of detailed notes, transcripts of the sessions, and possibly audio and/or video recordings.
* A report that provides a summary of key findings and of the themes that arose in the sessions.

**Required Skills and Expertise**

Enter the **Required Skills** **and Expertise** here. If there are no details, insert N/A or TBD.

* Method is best accomplished with some professional support and/or with some accumulated amount of practice.

**How to Proceed**

If there are no details, insert TBD.

* **How-To Guide.** Review step-by-step instructions on how to conduct a [insert method] and access tools and instruments to support your evaluation.
* **Schedule a Consult.** Connect with a usability specialist for support on your project.

[BEGIN: How to Do It]

**Introduction**

Enter the **Introduction** here (REQUIRED).

A focus group is a good way to obtain reactions from groups of potential users about new designs or concepts. The discussion that results from the group interaction may also produce useful insights about the design in question. This is also a good way to identify potential user needs or requirements as well as their attitudes towards certain features. It is important to make sure the focus group is moderated properly in order to gather useful data and insights.

**Procedure**

Enter the **Steps** here. (Required).

A focus group is a moderated group session. In order to conduct a focus group properly, you should use the following steps described by the Usability Body of Knowledge:

* Select a moderator: You will want to select a moderator who has experience conducting focus groups
* Develop a discussion plan with stakeholders and decide on recruitment qualifications for participants
* Develop a screening questionnaire based on recruitment qualifications
* Decide on the incentives for participants to participate in the study
* Recruit participants
* Pilot test the discussion plan and moderator’s guide with a small group. Make changes to the moderator’s guide as needed.
* Ensure that any audio and visual recording equipment is functioning correctly.
* In order to foster more open discussion, it may be helpful to provide participants with refreshments to make them feel more comfortable.
* Provide participants with name tags and ask them to briefly introduce themselves to each other.
* The moderator should explain the rules of the focus group and explain the topics of discussion. Make sure the rules are clear so that you can avoid straying off topic.
* The moderator should start the group off with a general discussion question that everyone can answer. This first question is meant to get everyone to talk.
* Proceed through the moderator guide and make sure to address all relevant points
* Once you have reached the end of the discussion, summarize the key points that were brought up and open the floor to any closing comments
* After the focus group is concluded, collect any forms that were passed out and make sure they are coded correctly.
* Debrief the focus group team/

**Tools**

If there are no details, insert N/A or TBD.

* Audio and video recording equipment
* Round table, or conference table seating
* Flip charts or sticky notes with writing materials to make participant comments visible to entire group.
* If doing an online focus group: Video conferencing software that can record the session and allows research team to send questions to moderator.

[END: How to Do It]

**Author**

Enter the **REFERENCES** here. If there are no details, insert N/A or TBD.

* Human Factors Engineering (HFE), Office of Health Informatics, Veterans Health Administration

**Sources**

Enter the **REFERENCES** here. If there are no details, insert N/A or TBD.

* Wilson, C. (2006). Focus Group. In Usability Body of Knowledge. Retrieved April 29, 2020, from [http://www.usabilitybok.org/focus-group](about:blank)
* Usability.gov (2013). Focus Groups. Usability.gov. Retrieved April 29, 2020, from [https://www.usability.gov/how-to-and-tools/methods/focus-groups.html](about:blank)

**References**

Enter the **REFERENCES** here. If there are no details, insert N/A or TBD.

* N/A