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

# Primary Content

**Title**

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

**Focus Group**

**Description**

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.

**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.

**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 gather opinions on concepts and design strategies and thoughts on system requirements for new design solutions.
* 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.

**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.

**Next Steps**

If there are no details, insert TBD.

* TBD

**Glossary Terms**

Enter the **Glossary Terms** here. If there are none, insert “None.”

Workflow, Prototype

**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>
* Usability.gov (2013). Focus Groups. Usability.gov. Retrieved April 29, 2020, from <https://www.usability.gov/how-to-and-tools/methods/focus-groups.html>

**References**

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

* N/A

# Related Content

Three sections are provided below for content that will be placed inside an area of the page defined for **Related Content**. Each section requires a **Header** and corresponding **Details**.

* **Header** text can be edited, but **do not** change the text formatting.
* **Details** for each section should be formatted as they are intended to be viewed (text formatting, list formatting, hyperlinks, etc.)
* If you require *more* than three sections, duplicate an existing section and edit its **Header** and corresponding **Details**.
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**Enter the Related Content Section Header here…**

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# Document Properties

|  |  |
| --- | --- |
| **Categories** | [CATEGORIES USAGE (AND ACTUAL CATEGORIES) TBD] |
| **Excerpt** | A focus group is a group discussion where 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. |
| **Required Expertise** | Select a Required Expertise:  [] [Hire a Pro]  [X] [Training and Practice Required]  [] [DIY] |
| **Project Phase** | Select a Required Expertise:  [X] [Plan]  [X] [Understand]  [X] [Specify]  [] [Produce]  [X] [Evaluate]  [X] [Measure] |
| **Tags** | [TAGS USAGE (AND ACTUAL TAGS) TBD] |