Focus Group Script for UCLA Students

Welcome and Introduction (5 minutes)

Facilitator: "Hello everyone, and welcome! My name is [Your Name], and I'm here to guide our discussion today. We are gathering to talk about a new application designed to help UCLA students like yourselves connect with outdoor activities and local communities. Let's start with a quick round of introductions. Please share your name, your major, and one local spot in LA you love or would like to explore."

Section 1: Current Engagement and Barriers (15 minutes)

Facilitator: "To start things off, let's talk about your current experiences. How often do you participate in outdoor activities or engage with local communities? What challenges have you faced in doing so?"

Facilitator: "Have you tried to use any existing apps or resources to find activities or communities? How was that experience for you?"

Section 2: Desired App Features and Functionality (20 minutes)

Facilitator: "Imagine an app or combination of apps that provides all the information you need to easily participate in local outdoor activities. What features would you find most useful?"

Facilitator: "We're considering including features like event calendars, transportation guides, and profiles of local organizations. What are your thoughts on these? Is there anything else you'd like to see?"

Section 3: Activities, Organizations, and Social Groups (15 minutes)

Facilitator: "We plan to feature specific activities and organizations in the app. What types of activities or organizations would you be most interested in?"

Facilitator: "How important is it for you to connect with social groups or clubs through the app? How can we facilitate this in a meaningful way?"

Section 4: Usability and Design Preferences (15 minutes)

Facilitator: "Let's talk about the app's design and usability. What design elements or functionalities are most important to you?"

Facilitator: "What would make the app appealing and easy to use for you and your peers?"

Closing and Thank You (5 minutes)

Facilitator: "Thank you so much for your participation and valuable input. Your feedback is crucial in helping us create an app that truly serves UCLA students. Any final thoughts or suggestions before we wrap up?"

Focus Group Script for Stakeholders

Welcome and Introduction (5 minutes)

Facilitator: "Welcome, and thank you for joining us today. My name is [Your Name], and I'll be leading our discussion. We're here to talk about a new application intended to connect UCLA students with local communities and outdoor activities. Let's start with introductions; please share your name, your role, and your connection to local communities or outdoor activities."

Section 1: Understanding Community and Activity Engagement (15 minutes)

Facilitator: "First, we'd like to understand more about how UCLA students currently engage with your communities or activities. What has been your experience? What challenges have you observed?"

Facilitator: "Are there existing tools or platforms you use to connect with students? How effective have they been?"

Section 2: App Features and Content for Stakeholders (20 minutes)

Facilitator: "Moving on to the application, what features or content do you think would be beneficial from a community or activity provider's perspective?"

Facilitator: "We're considering including detailed event calendars, transportation information, and organization profiles. How do these features align with your needs and expectations?"

Section 3: Promoting Engagement and Visibility (15 minutes)

Facilitator: "How can we utilize the app to promote engagement and increase visibility for your activities or communities?"

Facilitator: "Are there specific types of events, activities, or information that you think should be highlighted to attract student participation?"

Section 4: Feedback on Partnership and Collaboration (15 minutes)

Facilitator: "We are looking to foster partnerships and collaboration through this app. What are your thoughts on how we can best achieve this?"

Facilitator: "What can we do to ensure that the app serves as a valuable tool for both UCLA students and stakeholders like yourselves?"

Closing and Thank You (5 minutes)

Facilitator: "Thank you all for your time and valuable insights. Your input is crucial in shaping an application that fosters strong connections between UCLA students and the wider community. Any final thoughts before we conclude?"