

FOCUS GROUP



BUSINESS
MAKE  VER

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Focus Group

A Focus Group is a moderated session in which you ask your (potential) customers for feedback, opinions, beliefs and attitudes. A focus group can be used to improve a specific product or service. More generally, it can also be used to discuss ideas or strategy. With the results of a Focus Group, you can better match your product or idea with customers' needs and behaviours.

Template & example

Use the Focus Group template (page 4) to prepare for a successful Focus Group session. Fill in the template and make a printout that can be used to capture results. Have a look at the example of Fitness Tracker to see how they have organised a Focus Group.

How to use

Use the Focus Group template to prepare for the Focus Group. It can also be used to capture the results. There are 7 steps that guide you in arranging a Focus Group:

Step 1

Define the goal and the context of the focus group. Write them down on the Focus Group Template. The context provides the reason for organizing a focus group. You may want to discuss an idea or evaluate a service with users. A goal reminds you of the result you like to have, like improvements to a service.

Step 2

Select and invite participants. Make sure that you include the people that represent your market. Write down a description of participants on the Focus Group Template.

Step 3

Plan for logistics for your focus group. The meeting should be held in a convenient location. Think of the date, time, room, refreshments, etc.

Step 4

Think about the structure of the meeting. What topics need to be discussed. Calculate the time you need for each topic. Think of when it is time for explanation

and when it is time for feedback. Write a small script of how your focus group should run. Write this script on the Focus Group Template.

Step 5

Assign the right leader to moderate the discussion. This leader should keep the entire group focused. He or she can also interpret subtle signs from the participants and move the discussion accordingly.

Step 6

Record the meeting. A second person may take notes but voice or video recording is advisable. You may miss things when you only take notes. Do not forget to ask participants for their consent before recording.

Step 7

Write the most interesting or remarkable results on the Focus Group Template. You can do this from memory or from the recordings.

focus group

date _____

preparation

goal

context

participants

script

- ☐ script/agenda
- ☐ refreshments
- ☐ recorder
- ☐ notepads/pencils
- ☐ computer
- ☐ flip chart
- ☐ markers
- ☐ name tags
- ☐ watch or clock

- set the tone
- make sure everybody is heard
- get full answers
- monitor time
- keep discussion on track

results

most interesting/striking insights

pains

gains

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