1. The first pitfall of focus group is that individual might not express their honest opinion if they think they are the minority. The second pitfall is that the loudest person voice in the group is being heard the most as the shyer participant might keep quiet. The third pitfall is that it might cause bias in the result due to group think as the discussion happen their initial opinion might get changed to a middle ground opinion.
2. i. The technique that can be used can be focus group

ii. The data that would be gathered would be qualitative data

iii. Understand what user

iv.

v. The first limitation is that results can be biased because of group think. The second limitation is that it is difficult to voice out minority opinion.