**[Sample] Focus Group Guide – Product & Marketing Prototype Testing**

(Chapter 2 – Program Design)

*Note: This focus group guide provides suggested topic areas and questions, but you are encouraged to modify and adapt as appropriate for your market.*

Tips

* Conduct separate focus groups for girls and boys
* Ensure that participants are in age brackets of no more than 3-4 years
* Encourage participation from everyone
* Get 2-3 responses for every question
* Have one person facilitating the focus group and another person taking verbatim notes (plus an interpreter, if needed)

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| WELCOME & INTRODUCTION   * Thank you for coming – we are grateful for your time. * A few months ago, we met with girls/boys just like you to better understand the needs that they have for a savings product. Based on that feedback we designed a new savings product. The discussion that we have today will help us to design a product that caters to your needs. * We would very much like to record these discussions to help us remember them and so that we do not miss any of the issues and ideas you give us. Your names will be kept confidential – so please feel free to openly express your thoughts and opinions. * The details of these discussions will not be shared with your financial institution and your names will be kept confidential – so please do not be concerned and feel free to express your opinions openly. Is it okay that we record this discussion? * As a first step we should introduce ourselves. Please you start and we will follow. My colleague here will prepare nametags to help us remember your names. |

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| CORE QUESTIONS | PROBES | PROCESS |
| Warm-up Questions [10 minutes] | | |
| 1. Who here likes [*insert popular sport or famous celebrity/singer*]? 2. What is your favorite subject? |  |  |
| Introductions | | |
| 1. Let’s start by introducing ourselves. Please tell us your name, your age, who lives with you in your home and what grade you are in? I will start and then we can go around the group. |  | Co-facilitator to prepare nametags for participants and facilitators |
| 1. Do you have savings? Where do you save? (formal, informal)? | * Do other people in your house save? * How do they save? |  |
| 1. How frequently do you save (daily, weekly, monthly)? | * Each time you save, how much do you save? |  |
| 1. What is something you are saving for? Something you would like to purchase or have in the future? | * *Probe for savings goals.* |  |
| Product Concept Evaluation | | |
| 1. I am going to read you a statement that describes a savings account. It has been designed based on the opinions of other young people like you.   Once I have finished reading it, I would like to hear your opinions about it. |  | Read out statement that simply and clearly describes the product concept.  Share the product features and any relevant collateral (ex. flyer, brochure). |
| 1. Top of mind reaction: What is the first thing that comes to your mind when you hear this? |  |  |
| 1. What are 3-5 things (features) that you liked about this account? | * Why? * Would you have the required amount to open the account? * *Probe on which product features are most appealing.* |  |
| 1. What are 3-5 things (features) that you would like to change about this account? | * Why? * *Probe on which product features are least appealing.* |  |
| 1. Do you have the documents required to open the account? | * *Probe on identification, photos, and any other account opening documents.* |  |
| 1. Do you have any questions? What else would you want to know about this account? |  |  |
| 1. Have you heard of something like this? Where? | * *Probe for competition.* |  |
| 1. Would you be interested in using a savings account like this? | * *Probe for likes, dislikes* |  |
| 1. If you could open an account like this, what would be the greatest benefit? | * *Probe for likes, dislikes* |  |
| 1. Describe how you would use this account. | * *Probe to understand the different types of things participants will use the money for [e.g., school expenses, candies, etc.]* |  |
| 1. How often could you save money in an account like this? | * How many times in a month would you use it? * How much do you think you would be able to save each time? |  |
| 1. Is there anything that would prevent you from saving each time? | * Is there anything that would make you want to not use this account? |  |
| 1. How would having a savings account like this make you feel? | * What would the effect be on your life and your family? * *Probe specifically on different feelings like empowerment, independence, etc.* |  |
| Product Name & Marketing Materials (prototypes) | | |
| 1. We would like to get your opinion on a proposed name for the savings account.   We are thinking of calling it [*insert proposed product name*]. When somebody says [*insert proposed product name*] to you, what is the first thing you think about? | * What else? | Ask quickly to get top of mind reactions about the name. |
| 1. We have also developed the product logo, passbook cover, and flyer/poster [*insert other materials developed, if applicable*].   We would like to get your feedback on these materials. | * What comes to mind when you see this logo? Passbook cover? Poster? Etc.? * *Probe whether they feel it is tailored to them.* * *Ask about specific images and probe for top of mind reaction, whether the images resonate with them, and if they are interpreting the images in the way intended.* | Show the logo, passbook cover, poster, other. |
| Your Financial Institution | | |
| 1. How many of you are familiar with [*insert your financial institution name*]? | * What do you know about it? |  |
| 1. What comes to mind if someone mentions [*insert your financial institution name*]? | * *Probe to understand if there are concerns about saving at your financial institution.* |  |
| Closing | | |
| Thank you. Your answers and discussion have been very helpful and informative. We are very grateful for the information you have provided. Do you have any questions or suggestions for us? | | |