

Futures Workshops

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Focus Group Research

- **Why do focus group research?**
 - Immediacy – rapid response to stimulus
 - Group Dynamics - socially interactive knowledge
 - Theory Building – educating the researcher
 - Research as intervention (~Action Research)

Focus Group Research

- **Why *not* do focus group research?**
 - Limited to opinions, wishes, concerns...
 - Hard to address sensitive topics
 - Group dynamics
 - Pressure to conform
 - Fear of judgement
 - Ethical issues – people say the darndest things!
 - Data quality – are subjects being honest?

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- **Potential Applications**
 - Process improvement
 - Changes to workplace environment
 - Design studio: prototyping, heuristic evaluation
- **Potential Strengths**
 - Airing of criticisms
 - Positive redirection

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- **Role of the Researcher**
 - Identifying/scoping an issue
 - Creating a safe environment
 - Setting ground rules
 - Record keeping
 - Assigning tasks

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- **Process**

- *Critique*

- Time limited
 - Active involvement
 - Metaphor development (similarity and difference)

- *Fantasy*

- Ground rules – there are no “unrealistic” ideas
 - Applying metaphors

- *Implementation*

- Assigning tasks
 - Reporting in

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Let's try it!

Our Topic is
Canvas