

FOCUS GROUP DISCUSSION GUIDE/SCRIPT

Warm-up and Intro (~10 min.)

Hello, welcome to the focus group! My name is Jo, and I am a researcher working with CNBC to gather your thoughts and opinions on CMS and content publishing process. We invited you here because you all have experience with Toolbelt CMS, and presumably other CMSs in your previous positions. Today, we will be talking about your experiences so that we can create a CMS that is best tailored for your work. I have no personal opinion or emotional attachment to any of the products that we will be discussing today, so feel free to say what's on your mind.

The entire session today will be a pretty casual conversation, but sometimes I'll ask you to concentrate on certain topics. During the conversation, it's very important that you be as honest as possible, and concentrate on your own opinion. There is no right or wrong opinion here, so if you disagree with someone in the room, we would like to hear that. But of course, we'd like you to speak one at a time. Also, since we have a lot of topics to cover today, I may have to ask you to wrap up your thought or set it aside so that we can move on.

Like I said before, we invited you to hear what you think, so you won't hurt anyone's feeling by whatever you say. We are video recording this conversation so that we can mostly concentrate on listening to you. It's purely for research purposes, and won't be seen by anyone other than the research team and some of the product development members. Do you have any questions about anything so far?

Okay, let's start! In case people aren't familiar with each other, we'll go around and introduce ourselves. We'll say our name, role in CNBC, and your favorite pastime. I'll go first.

[Introduction]

Communication & Workflow (~15 min.)

Here are the cards representing each group in the digital team, strings that you can tape onto the cards, and labels that you can put on the string.

Map out the workflow between your team and other teams that you interact with. If you don't interact with some of the teams, you can ignore the cards of those teams. If there are teams that you do interact with but without the card, you can write the team's name in the empty card and use it. Focus on your own team when connecting the lines - you don't need to guess interaction happening between other teams. On the labels, write any issues happening in between the two groups. You have 5 minutes for this exercise.

Time's up - now let's talk about how you put the workflow together. Describe what kind of interaction happens between the teams and through what channel, and what the problems are. Feel free to jump in if you have things to add to what others are saying.

Probe: How are you solving the problem?

Probe: What would be the ideal situation for you?

Prioritization Exercise (~20 min.)

(pass out the sheet)

Rate each of the following things based on how important they are to you. Rate them from 1 to 5, with 1 being least important, and 5 being the most important.

Also, if you can think of a CMS that does that one thing better than Toolbelt, write its name or the company's name next to the statement. You don't have to put a different CMS down for every one, and you may not want to put any CMSs down for some.

If there are any things that are not on the list, feel free to write down your own and rate it from 1 to 5 as well. You have 5 minutes to do this exercise.

Time's up. Now let's talk about the items that you ranked as 5. We'll go around the room and read out the item, and talk about the reason why. Feel free to jump in if you have things to add to what others are saying.

Blue Sky & Wrap-up (~10 min.)

We're almost done. I'd like to do a quick brainstorming exercise before we wrap up. I have one question, and I'd like everyone to think about it for a few seconds and say what comes to mind.

If you could have anything you wanted in a new CMS, what would you really like the CMS to do that none of the other CMSs currently offer?

(Go around & discuss, write the ideas on the board)

That's the last question about CMS. Feel free to reach out to us if anything else comes into your mind. Thank you for joining us today!