

Team Grumio Focus Group Document

Artifacts:

Github Repository:

<https://github.com/oz1x/COS420/tree/main>

Kanban Board:

<https://grumios-list.atlassian.net/jira/software/projects/TG/boards/1>

Focus Group Permission Form

I, _____, understand that I am participating in a focus group session conducted by Team Grumio. I agree to provide feedback and opinions on the product concept presented during the session.

I understand that the purpose of this focus group is to gather feedback on the product concept and that my opinions will be recorded for analysis by the project team.

I acknowledge that my participation is voluntary and that I have the right to withdraw from the session at any time without penalty.

I consent to the recording of my suggestions and feedback during the focus group session.

I understand that the information provided during the focus group session will be used solely for research and development purposes and will be kept confidential.

I hereby grant permission for Team Grumio to use my feedback and suggestions in the development and improvement of their product.

Participant's Signature: _____

Date: _____

Focus Group:

Date: 4/7/2024

Participants: Jake Lesser, Drew Hilyard, Cole Adams, Johnny Sylvain

Location: Orono, ME

Moderator: Odin York

Team Members: Oz Cordes, Dylan Andrews, Raist Cotroneo, Joe Binette

Agenda:

1. Introduction
 2. Permission Form Signing
 3. Presentation of Product Concepts and Demo
 4. Discussion Initiation
 5. Recording of Suggestions (Note: No video recording as not all gave permission)
 6. Closing
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SCRIPT:

1. Introduction:

Odin York (Moderator): Welcome, everyone. Thank you for joining us today. My name is Odin York, and I'll be moderating this focus group. Let's go around and introduce ourselves.

[Each participant introduces themselves]

2. Permission Form Signing:

[Permission forms are distributed and participants are given time to read and sign]

3. Presentation of Product Concepts and Demo:

Odin York: Before we start discussing, I'd like to provide a brief overview of our product, Grumio's List. It's a web application designed to make recipe searching, sharing, and creation easier. Here's a summary of its features: [Present product description]

[Odin presents the demo or mockup of the application]

4. Discussion Initiation:

Odin York: Now that you have an understanding of our product, let's dive into some discussions. How do you currently find recipes that match the ingredients you have at home?

[Participants share their experiences and thoughts]

Odin York: How often do you encounter challenges or frustrations while searching for recipes online?

[Participants discuss their common pain points]

5. Recording of Suggestions:

Oz Cordes, Odin York: (We'll be taking notes of the suggestions and feedback provided by the participants.)

6. Q&A Session:

Odin York: Before we conclude, are there any questions or concerns you'd like to raise regarding Grumio's List?

[Participants ask questions and engage in a Q&A session]

7. Closing:

Odin York: Thank you all for your valuable input today. Your feedback will greatly assist us in improving Grumio's List. If you have any further thoughts or questions, please feel free to reach out to us. We appreciate your time and contribution.

Results/Responses:

During the focus group session, participants provided valuable insights and feedback regarding Grumio's List. Here are some key responses:

1. Recipe Searching Habits:

- Participants expressed a variety of methods for finding recipes that match the ingredients they have at home, including Google searches, cooking apps, and relying on personal knowledge.

2. Challenges in Recipe Searching:

- Many participants highlighted challenges and frustrations they encounter while searching for recipes online, such as difficulty finding recipes that match their available ingredients and the need to navigate through multiple websites.

3. Opinions on Sharing Recipes:

- Participants had mixed opinions on the idea of sharing recipes with other users. While some found it appealing for discovering new recipes and ideas, others expressed concerns about maintaining privacy and ensuring quality control.

4. Suggestions for Improvement:

- Suggestions for improving Grumio's List included implementing a more efficient search algorithm to match ingredients, incorporating quality control measures for shared recipes, and providing options for users to keep their favorite recipes private.