

Focus Group Moderator Guide on Cellphone Preferences and Barriers

Introduction

Hello, I'm Pranavi. I represent ABC, an independent opinion research firm, that conducts discussion group meets to gather opinions on all kinds of topics, from detergents to cars to clothes. Thank you for joining me today.

Brief Synopsis

As you may already know, we're here to talk about purchasing cell phones in the higher price segment. More specifically, I want to gain insight into what features of your phone you enjoy the most, as well as the problems you face during usage. The purpose of this research is to look into a customer's needs when buying costlier smart phones, and to understand what enhances their experience and what degrades it. The information gathered will go into producing a more customer centric design, shaped with demand specific needs in mind.

Explanation of Rules

Here are a few basic rules for our time together :

- The session is for 90 minutes. All participants must stay for the entire duration.
- All your opinions matter. Every opinion counts so please feel free to share them.
- Be respectful. Listen to what the other person has to say.
- Any form of discrimination will not be tolerated. Do not berate/insult anyone for their opinions.
- No cross talk. Wait until the person is finished and then speak up.
- Kindly use the facilities before the discussion starts. If you must leave in the middle, do so unobtrusively.
- Please switch off your cell phones.
- When you speak, speak to the entire group and not to any specific person.
- You are allowed to eat and drink during the discussion, as long as you stay seated. But kindly bring the items in before the discussion starts.
- Please note that you will be paid right after the session ends.

Participant Confidentiality

- I would like to inform you that the entire discussion will be audio and video taped. This is simply for convenience purposes and for reference.
- Your identity will be kept completely confidential and assuredly anonymous.

- Your responses will be combined with that of all the group members and there will be no identifying factors in the report.
- An independent transcriptionist will transcribe the recordings. Again, your identity will be kept confidential.

Group Introduction and Ice Breaker

Now that we've got the rules out of the way, let's begin. As I mentioned before, I'm Pranavi. I do market research and currently work with ABC Research Group. Couple of things about myself - I enjoy swimming and love traveling. You can all introduce yourselves now. Make yourselves comfortable. If you have any issues with the proceedings, please let me know. Tell us your name, what you do and something you enjoy.

Discussion prompts

General topic questions are numbered. Probes are specified as bulleted sub-points

1. When did you buy the phone you're currently using?
 - How often do you buy a phone?
 - What is the main reason behind changing your cell phone?
 - Do you think your phone's durability is an important feature? Please explain why or why not.
 - Which brand do you think meets your expectation in terms of durability? Can you tell us why?
2. What are the features that matter to you the most, when considering a cell phone?
 - Can you tell us what you use your phone for the most?
 - Can you order your feature list from most necessary to least?
 - You mentioned [feature]. Why is it important to you?
 - Out of all the phones you've used, which one do you think has given you the best of said features?
 - How much do you enjoy using your current phone? Kindly explain your reasoning.
3. What are some of the major problems you've faced in a cell phone?
 - How have these problems affected your usage?
 - If a phone had the features you wanted, but came with these drawbacks would you consider buying it? Please explain why or why not.
 - Please share a negative experience you had because of [problem mentioned].
4. How much do you usually spend on a phone?
 - What is the maximum amount of money you'd spend on a phone?
 - Can you tell us why you prefer phones in said price segment?
 - If a phone had all the features you mentioned, how much more would you consider paying?
 - Do you believe your current phone to be "value for money"? Can you tell us why or why not?

Conclusion

We appeared to have covered all major areas so we can conclude our discussion now. Firstly, I would like to thank you all for participating in this session. To recap, we started off with your current phone and looked into purchase patterns. We moved on to what features you think makes a good phone and why. We then discussed the barriers and setbacks you've encountered in the process and concluded with the amount of money you would spend on a phone, on average. Once again, thank you for volunteering your time. Your opinions are extremely valuable to us and I really appreciate sharing them. Thank you.