Focus Groups

Testing for Viability

Using Focus Groups

- Just starting out; viability
  - A new product idea
  - Know little about the people
- Caution: aesthetic aspects
  - Prototype testing
  - Google: "focus group funny"

Focus Groups - Usage

- General behaviors
- Differences between individuals
  - "User Roles"

Not good for:

- How people will use a product
- Beware: group dynamic
- Noted: can miss important features

Conducting Focus Groups

- Objectives
- Open-ended questions
- Body language
- Active listening
- Follow-ups (but stay focused)

Beware:
- leading questions
- facilitate, facilitate, facilitate