
UX Research - Focus Groups



UX Process



Focus Groups

Consist of a group of between 5 and 10 users who work with a moderator/facilitator/researcher. The moderator will pose questions from a script to the group. Their answers are recorded, sometimes by the moderator sometimes by an observer or observers, and then analyzed and reported on at the end of the process.



Preparation

Preparation for a focus group can be broken down into two key areas;

1. Recruitment of participants
2. Creating the script for the moderator to use.





Format

While question and answer is the most common format for short focus groups alternative activities may include =>

- Making choices from lists of alternatives
- List making
- Fill in the blank exercises
- Picture drawing
- Role playing
- Card sorting



General steps for focus groups

Step 1 - Define your target audience

Step 2 - Find a venue

Step 3 - Recruit participants

Step 4 - Design the questions

Step 5 - Moderate the group

Step 6 - Analyze



Question design topics

Usability & Performance: Whether or not your stakeholders can use the product and how they respond to its performance.

Interaction Design: Your stakeholders' understanding of what certain interactions with the product will result in.

Visual Design: How delightful, pleasing and comprehensible the product is to look at.



Question design tips

Usability & System Performance Questions:

- What do you think is the most important thing we should fix?
- Out of everything you've seen here, what do you think you do not need?
- If you could use this on your phone, would it make your job easier to do?
- If you could change anything about this app right now what would it be?
- Is there anything you think should perform differently?



Question design tips

Interaction Design Questions

- Does anything seem out of place or unnecessary?
- When you explored the programs did you get confused at any point?
- Did anything distract you or get in the way?
- Does the navigation make sense?
- With the navigation, did you find whatever you were looking for?



Question design tips

Visual Design Questions

- If anything — what could we do to ensure that you would use this system frequently?
- How would you describe using this system in your own words?
- Was there any information or features you think are missing?
- Were there any steps taken in the software that you think we should improve or design differently?
- Is there anything you think should look differently?



Note taking hints

- Record interesting quotes
- Key points and themes from any exercise or question
- Follow up questions
- Ideas and insights “light bulb moments”
- Arrange any other recorded info into categories
- Align anything relevant to your research objectives



Remember

- Your findings will ideally align with your research objectives
- Keep your objectives in mind, and remember what your problem statement is.

References:

<https://productcoalition.com/how-to-lead-ux-research-focus-groups-8d5cb960ad3e>

<https://www.interaction-design.org/literature/article/how-to-conduct-focus-groups>

