

FOCUS GROUP



Using the tool
Template
Example

FOCUS GROUP

A Focus Group is a moderated meeting in which you ask your stakeholders for feedback, opinions, beliefs and attitudes. A Focus Group can be used to improve your idea or solution direction. More generally, it can also be used to discuss ideas or strategies. With the results of a Focus Group, you can better match your idea with stakeholders' needs and behaviours.

Tips for use

Use the Focus Group template to prepare for the Focus Group meeting. The template can also be used to capture the results. Have a look at the example of FitnessTracker to see how they have organised a Focus Group.

How to use

It is very important to prepare for a Focus Group meeting. Use the Focus Group template to prepare. Fill out the template and make a printout that can be used to capture results. The following 7 steps guide you in arranging a Focus Group.

Step 1: goal and context

Define the goal and the context of the Focus Group. Write them down on the Focus Group template. The context provides the reason for organizing a Focus Group. You may want to discuss an idea or evaluate a solution direction with users.

Defining the goal helps you to focus on the result you would like to have, such as improving the area for its users.

Step 2: participants

Select and invite participants. Make sure that you include the people that represent the stakeholders of the area. Write down a description of participants on the Focus Group template.

Step 3: logistics

Plan for logistics for your Focus Group. The meeting should be held in a convenient location. Also, consider a date and time that is suitable for your participants. Look for a convenient location and organize coffee, food, refreshments, etc.

Step 4: script

Think about the structure of the meeting. What topics need to be discussed? Calculate the time you need for each topic. Think of when it is time for an explanation and when it is time for feedback. Write a small script of how your Focus Group should run, e.g. which questions you want to ask. Write this script on the Focus Group template.

Step 5: moderator

It might help to assign someone else to moderate the discussion. Look for someone who can keep the entire group focused. He or she can also interpret subtle signs from the participants and move the discussion accordingly.

Step 6: record

Record the meeting. A (second) person may take notes, but voice or video recording is advised. A lot of ideas and topics may come up in a Focus Group meeting, you may miss things when you only take notes. Do not forget to ask participants for their consent before recording.

Step 7: results

Write the most interesting or remarkable results on the Focus Group template.

Focus Group

name _____

preparation

goal

checklist

- script
- agenda
- refreshments
- recorder
- notepad
- pencils
- computer
- flip chart
- markers
- name tags
- watch

context

participants

script

tips

- make sure that everyone is heard
- collect full answers
- monitor the time
- keep discussion on track

results

most interesting/striking insights

pains

gains

date _____

Example FitnessTracker

| | |
|--------------------------------|-------------------------|
| industry | Digital gadgets |
| products & services | Sport/fitness wearables |
| size of business | 27 employees |
| revenue | € 1,720,000 |
| location | Enschede, Netherlands |



FitnessTracker, like its name predicts, tracks all matters related to personal fitness. Previously, the company focused on top athletes for whom they developed specialist heart meters. Now FitnessTracker wants to try a new market. The rise of the internet of things (IoT) and the popularity of fitness applications for mobile phones make the consumer market promising. Wearables in particular, such as the watch they have developed, are popular. This is the product that FitnessTracker wants use to enter the consumer market.

Focus Group for FitnessTracker

Joining a new market always involves risks, you don't know these new customers as well. For that reason, FitnessTracker wants to investigate whether the product they have developed is in line with their new customers' expectations. To get to know their customers they organise a Focus Group. In the example below, you will find the completed Focus Group template. Here you can read about the goal of the Focus Group and how FitnessTracker has prepared itself. In addition, the example shows how FitnessTracker describes the main findings of the Focus Group.

Focus Group

name Fitness tracker

preparation

goal

I want to get the opinions of potential buyers of my new fitness tracker. I want to know especially about their attitude towards sharing their fitness information.

context

I have developed a new fitness tracker that can monitor the users heartbeat and give feedback on how to improve their workout. The device has some additional features: connecting to social media, GPS navigation and a step counter.

participants

Men and woman between 20 and 60 years old, who regularly fitness; at least two times a week.

script

First I want the participants to get to know my new fitness tracker. I will start with a short presentation of the functionalities. Then participants can try out the device, there are a few available to play with. After this I am going to ask the group some questions such as what they like about the tracker, what they dislike, what they prefer to change, or what they miss about it. At the end there is some time for people to give additional feedback.

checklist

- script
- agenda
- refreshments
- recorder
- notepad
- pencils
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- flip chart
- markers
- name tags
- watch

tips

- make sure that everyone is heard
- collect full answers
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results

most interesting/striking insights

The participants seemed really enthusiastic about the fitness tracker. They liked the fact that they can measure their runs. The fact that the workout is personalised based on your progress and endurance seems appealing to the participants. Also sharing these results were for most of the participant an interesting feature. Some even mentioned that they liked the competitive edge of sharing and doing better than friends. However, some mentioned that they are concerned about who are receiving the information about their runs, since it can be shared on social media.

pains

- The band of the fitness tracker did not fit everyone well enough to measure the heartbeat consistently.
- Some participants had concerns regarding the information gathered by the fitness tracker. They wonder who can see this information and whether it can be protected.

gains

- They liked the look and feel of the fitness tracker.
- They also liked the way information about their runs and workouts is shown, like the route/steps/average heartbeat/etc.
- The participants like that the workout is tailored to them based on gathered data, like endurance and heartbeat.

date _____