

FOCUS GROUPS FOR FACTS & FUN

BENEFITS

- ◇ Fast, fun, and cheap
- ◇ Good for generating hypotheses
- ◇ Involves client
- ◇ Gains client commitment
- ◇ Adaptable
- ◇ Encourages consensus
- ◇ Easy to summarize

PREPARING

- ◇ Clarify client problem what outcomes are wanted
- ◇ Outline topic questions major issues
- ◇ Recruit participants ideal number 6 to 10: strangers or friends? diverse?
- ◇ Arrange site, equipment neutral, one-way glass, recording equipment
- ◇ Prepare flip charts one question per page

FACILITATING

- ◇ Explain process input wanted, mechanics of interview
- ◇ Guide the discussion keep on focus
- ◇ Maintain pace move ahead when topic is exhausted
- ◇ Control participation get ideas from all, avoid dominant speaker

REPORTING

- ◇ Executive summary brief impressions, key ideas, conclusions
- ◇ Verbatim comments anonymous

PITFALLS & PREVENTIVE ACTIONS

- ◇ Expert dominates encourage to wait for others
- ◇ Chatterers avoid eye contact, ask others for comment
- ◇ Equipment failures have backup alternate methods

