

Focus Groups

»Gathering of deliberately selected people [for] a facilitated discussion.« (DeVault 2019)

Contents



I. Introduction

II. Instructions

I. Procedure

II. Types of Questions

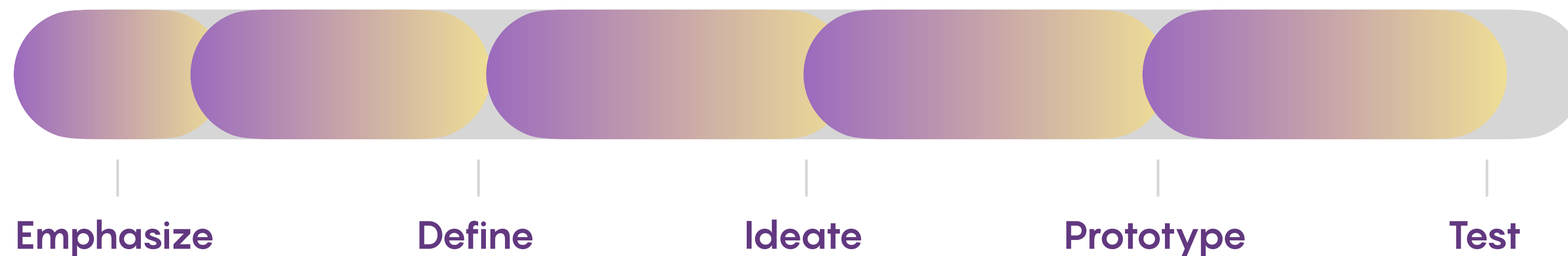
III. Strengths & Weaknesses

IV. Contact

Introduction

It is a moderated discussion focused on the interactions and confrontations between the participants. A Focus Group gives deep insights in the world of consumers, the knowledge of their behavior and motivations and their problems. Participants: People who are selected because of their heterogenic needs. Consumer perceptions: The feelings, thoughts, persuasions and attitudes of users. Aim: The main idea of a focus group is to identify the consumer perceptions of a product, service or deployment.

Design Phases



Introduction

Participants: People who are selected because of their heterogenic needs.

Consumer perceptions: The feelings, thoughts, persuasions and attitudes of users.

Aim: The main idea of a focus group is to identify the consumer perceptions of a product, service or deployment.

When using focus groups?

- To generate new ideas from external people.
- To gather innovative ideas for a new product.
- To develops a new campaign.



Introduction

Why using Focus Groups?

- Insights of customers knowledge of their brands, products, or services.
- Lots of interaction & exchange of minds.
- Decision-makers can talk to their customers directly.

Instructions



Who is involved?

Moderator, Participants, Decision-Maker

Different Types

Mini Focus Groups, Two-Way Focus Group, Dual-Moderator Focus Group, Client-Participant Focus Group, Online Focus Group

Instructions

Procedure



1. Topic of the Discussion
2. Place & Time
3. Potential Participants
4. Moderator
5. Guideline
6. Recruit Participants
7. Perform Focus Group
8. Analyze Session

Instructions

Types of Questions

1. Engagement Questions
2. Exploration Questions
3. Exit Questions





Strengths:

Cheap method to gather results easy and quick. Moderation is also easy. The interviews technique is flexible.

Weaknesses:

Participants are easy influenced. Group dynamics might screw the results, if someone speaks much more often than others. The results are not representative (not spreadable to the population).



Contact

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