

# 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

