

Focus Group Guide

1. Planning the Focus Group

- ✓ Define Objectives – What insights do you need? (e.g., user requirements, process feedback, product validation)
- ✓ Identify Participants – Select 6-12 relevant stakeholders, customers, or end-users.
- ✓ Choose a Moderator – A skilled facilitator to guide the discussion and keep it on track.
- ✓ Prepare Discussion Guide – Develop open-ended questions covering key topics.
- ✓ Set Logistics – Choose a comfortable location (in-person or virtual), schedule a time, and arrange recording tools (if needed).

2. Conducting the Focus Group

- ✓ Welcome & Set Expectations
 - Introduce yourself and the session’s purpose.
 - Explain that all opinions are valuable, and there are no right or wrong answers.
- ✓ Engage Participants
 - Start with icebreakers to encourage open discussion.
 - Ask open-ended questions, such as:
 - “What challenges do you face with the current process?”
 - “How would you improve this product/service?”
 - “What features or changes would bring the most value?”
- ✓ Moderate the Discussion
 - Keep the conversation balanced—avoid domination by one or two participants.
 - Probe deeper when needed (“Can you explain why you feel that way?”).
 - Manage conflicts diplomatically if they arise.
- ✓ Record Key Insights
 - Take detailed notes or record the session (with permission).
 - Capture patterns, concerns, and new ideas.

3. Analyzing & Reporting Findings

- ✓ Summarize Key Themes
 - Identify common insights, recurring issues, and unique perspectives.
- ✓ Highlight Actionable Takeaways
 - List business needs, pain points, and improvement suggestions.
- ✓ Validate Insights
 - Cross-check findings with other data sources (e.g., surveys, document analysis).
- ✓ Present Findings to Stakeholders
 - Provide a structured report with recommendations.

Tips:

- Keep the session 1-2 hours max to maintain engagement.
- Encourage honest feedback by fostering a safe, open environment.
- Use a variety of participants to get diverse perspectives.
- Follow up with a thank-you email and share key takeaways if appropriate.