

10 Steps to Successful Focus Groups

Group Works works collaboratively with its clients through these ten steps to meet each client's unique research needs:

1. Define objectives – – What are you trying to find out? What decisions will be made as a result of the information discovered? What is the primary, most critical objective? What are the secondary objectives?

2. Identify specific information needs – – What specific questions do you need answered? What do you already know and where are the gaps in your information? What hypotheses do you have about the attitudes and behavior of your target audience? Think ahead to implementation of decisions; what else will you need to know? What marketing materials/proto-types do you have to show respondents for feedback?

3. Determine number, composition and location of groups

4. Recruit the right respondents – – Who is the target audience? What kind of person is best able to give you the information you need? Group Works will help you define the screening requirements and will design a questionnaire for the recruiters to use in screening participants to get the most appropriate focus group respondents for each research project. Group Works supervises the recruiting process and adjusts specifications/strategies as needed.

5. Select and manage the field services – – Group Works identifies the best choice field services in each market and handles all arrangements for focus group facility rental and recruiting services. This includes scheduling facility rental, managing recruiting, ordering equipment, food and respondent incentives.

6. Develop discussion guide – – Group Works will develop discussion guide, review with client and revise as necessary. GW will work with client to determine what materials will be used to stimulate discussion (concept boards, list of attributes, sample marketing materials, etc.)

7. Moderate groups – – GW Moderator will facilitate focus group discussion, keep discussion flowing, draw out respondents, probe important areas, etc.

8. De-brief viewers – – GW Moderator will discuss observations with viewers immediately after groups.

9. Analyze results and prepare written summary – – GW moderator will review tapes and notes from focus groups and prepare summary. Several different reporting options are available according to client needs.

10. Present results and discuss marketing implications – – GW moderator will review key findings with management team and discuss implications.