focus group

name _____

preparation

goal

context

participants

script

checklist

- ☐ script
- ☐ agenda
- ☐ refreshments
- ☐ recorder
- ☐ notepad
- ☐ pencils
- ☐ computer
- ☐ flip chart
- ☐ markers
- ☐ name tags
- ☐ watch

tips

- make sure that everyone is heard
- collect full answers
- monitor the time
- keep discussion on track

results

most interesting/striking insights

pains

gains

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