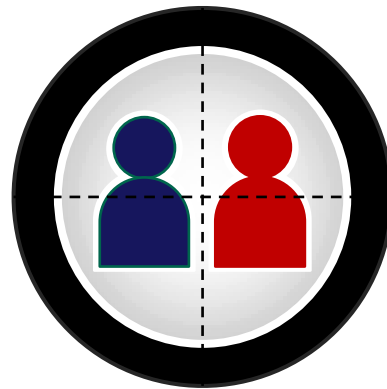
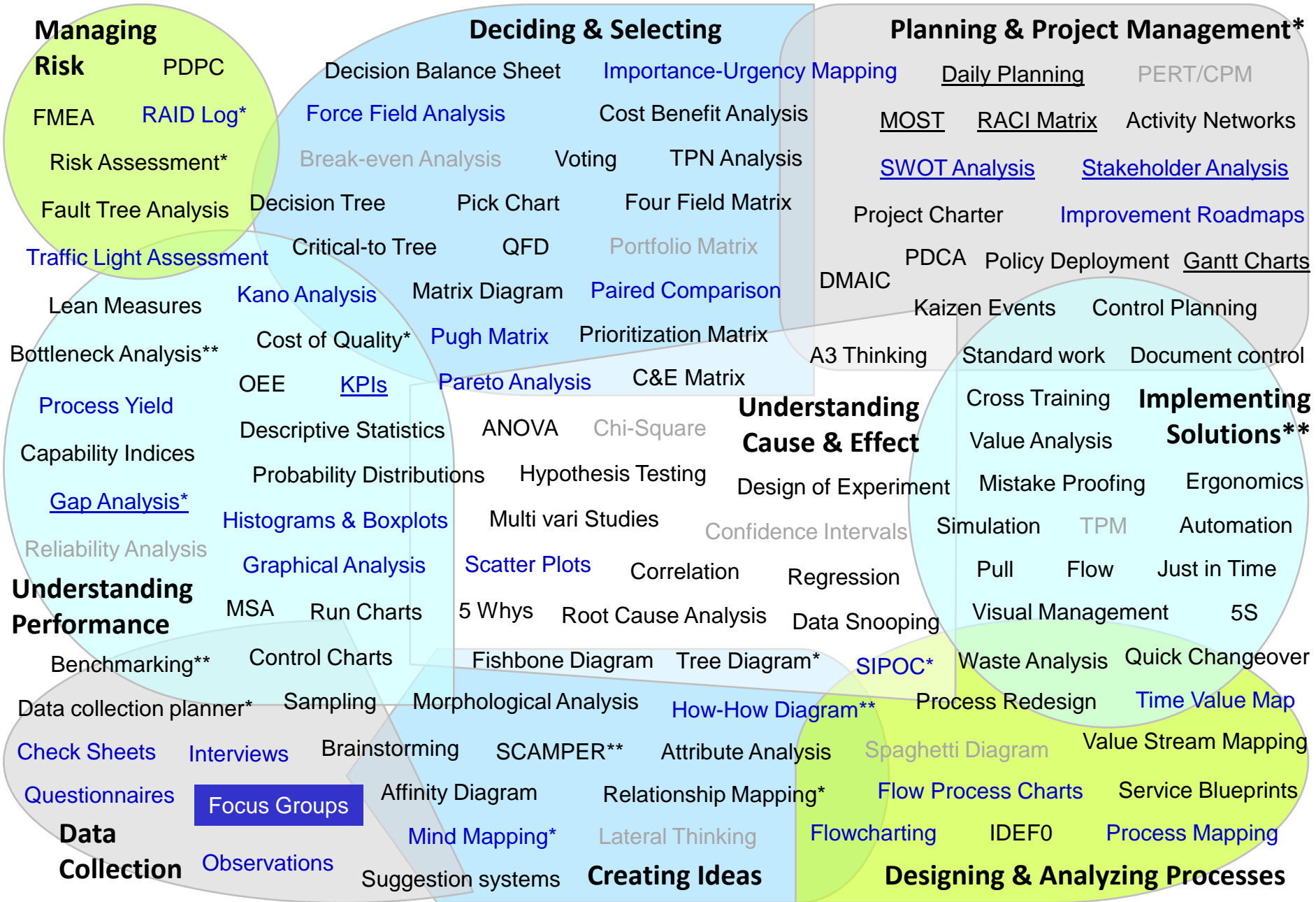


Continuous Improvement Toolkit

Focus Groups



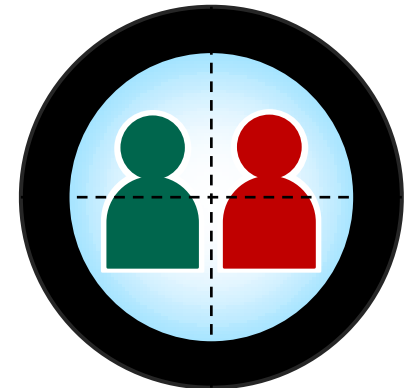
The Continuous Improvement Map



- Focus Groups

Focus Groups:

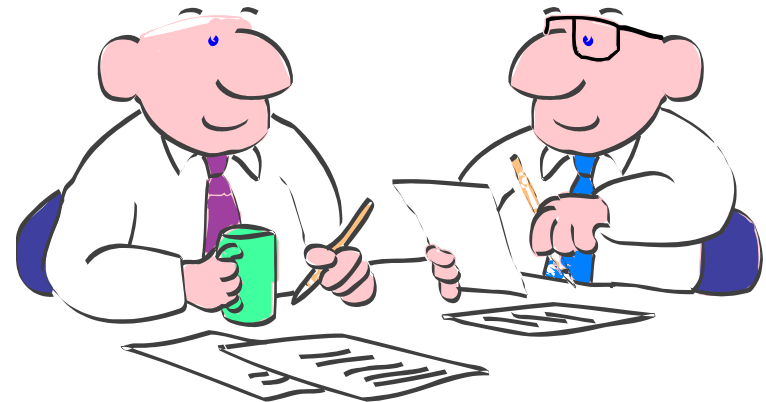
- ❑ A meeting that is conducted to obtain feedback on a particular topic from the point of view of a targeted participants.
- ❑ A type of interview made to a homogeneous group of people
- ❑ Aims to collect perception, opinions, feelings, ideas, and attitudes towards something.
- ❑ Provides an opportunity to:
 - Share ideas.
 - Obtain qualitative feedback through open questions and group dialogue.



- Focus Groups

Typical Applications:

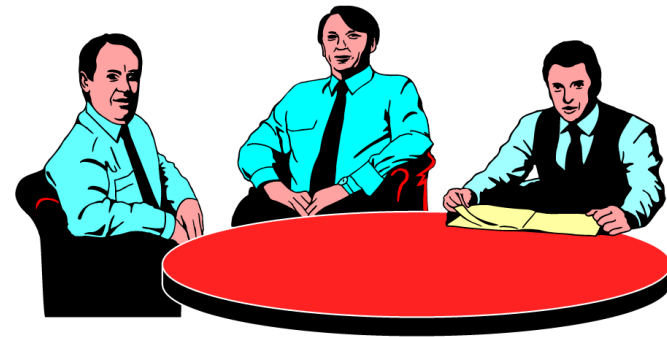
- ❑ In **marketing research studies** to acquire more knowledge about customers and markets.
- ❑ In **project management** and improvement initiatives to collect information from experts relevant to the subject matter.
 - For example, a focus group can be used to design questionnaires before conducting a survey.



- Focus Groups

In the World of Marketing:

- ❑ Focus groups are seen as a reliable research tool to gather information on existing products or services.
- ❑ They help:
 - Understanding and prioritizing customer expectations and need.
 - Gaining insights into the satisfaction concerns.
 - Verifying perceptions of a product or service.
- ❑ They are also used to acquire feedback on new products, services or concepts.
- ❑ They allow observing people interacting with a physical product or a prototype.



- Focus Groups

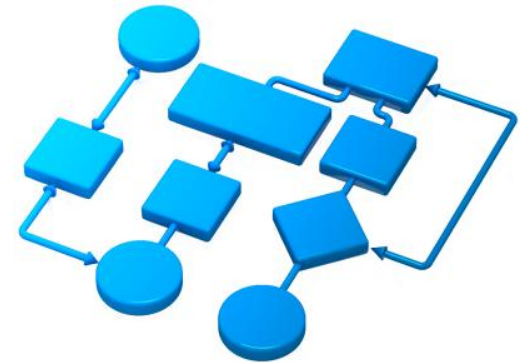
- Focus groups can be undertaken through different media:
 - Face-to-face meetings.
 - Online focus group.
 - Teleconference focus group.



- Focus Groups

How to Conduct a Focus Group:

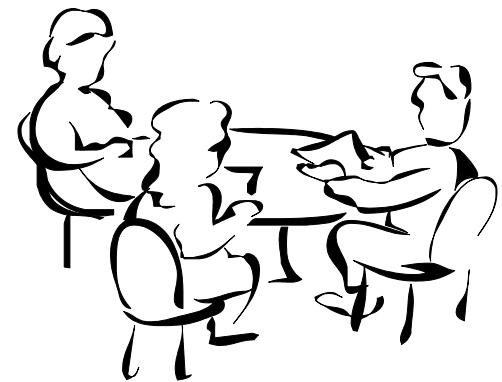
- ❑ Define the objectives of the focus group.
- ❑ Decide who should moderate the focus group to facilitate the discussion.
- ❑ Select the participants based on their relevance and potential contribution.
- ❑ Prepare the outline and the list of questions.
- ❑ Invite the participants by mail at least two weeks prior to the meeting.
- ❑ A follow-up call is required to confirm attendance two days prior to the meeting.



- Focus Groups

How to Conduct a Focus Group:

- ❑ Conduct the focus group:
 - Start by stating your objectives.
 - Ask questions in an interactive way where participants are free to talk with other group members.
 - Allow everyone to respond to every question asked.
 - Record important ideas and observed conversation patterns.
 - Before completing, ask the participants for additional input or comments.
- ❑ Process then analyze the data.



- Focus Groups

Further Information:

- ❑ It is important that the facilitator acts as a neutral person and support freedom of speech.
- ❑ Affinity diagrams are often used to find themes in the comments of participants.