# Conducting focus groups

Focus groups are an effective way to reach out to your potential audience so they can provide feedback and comments that will help you evaluate your project and/or test new ideas. When conducting a focus group it is recommended to do the following:

- Define the objectives:
  - Determine what you want to learn about your project.
  - Determine what you will show the focus group to elicit feedback, for example, wireframes, design comps, prototypes, rough cut of a video, and so on.
- Plan the session:
  - Identify the best time of day.
  - Determine the best representative audience to select.
  - Plan refreshments.
  - Choose the number of members.
  - Create an agenda.
  - Create questions.
  - Determine how to display the project you are showing.
  - Plan how to record the session.
  - Choose a leader and note-takers for the session.
  - Choose any thank you gifts for participants.
- Facilitate the session:
  - Make introductions.
  - Identify the goal of the session.
  - Explain recording if applicable.
  - Ask participants the prepared questions.
  - Provide summaries of participant answers for clarification purposes.
  - Include all participants.
  - Close the session.
- After the session:
  - Make sure the session was recorded.
  - Write down any additional notes or observations.
  - Debrief with fellow team members.
  - Create a summary document.