

focus group

name _____

preparation	
goal	checklist <ul style="list-style-type: none"><input type="checkbox"/> script<input type="checkbox"/> agenda<input type="checkbox"/> refreshments<input type="checkbox"/> recorder<input type="checkbox"/> notepad<input type="checkbox"/> pencils<input type="checkbox"/> computer<input type="checkbox"/> flip chart<input type="checkbox"/> markers<input type="checkbox"/> name tags<input type="checkbox"/> watch
context	
participants	
script	
	tips <ul style="list-style-type: none">- make sure that everyone is heard- collect full answers- monitor the time- keep discussion on track

results
most interesting/striking insights
pains
gains

date _____