

FOCUS GROUPS

V.Ryan © 2000 - 2008

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

The 'Focus Groups Exercise' can be printed and used by teachers and students. It is recommended that you view the website section 'Graphics' (www.technologystudent.com) before attempting the design sheet .

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FOCUS GROUPS - QUESTIONS

1. Why are focus groups regarded as important in the development of a product/design?

2. Imagine you are designing a new small LED torch. What questions/factors would you like a focus group to discuss?

3. If you were asked to gather a focus group together to discuss a new mens aftershave what mixture of people would you called to form the group? Number of Males? Number of Females? Average age and social/economic background?

4. Do you think that working alone you could develop a design as well or better than a designer who involves a Focus Group?

5. Are there some product types that do not require the services of a Focus Group when under development? If your answer is yes - name the product types and explain your answer.

FOCUS GROUP DISCUSSION

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The focus group listed below discussed the models/designs I have produced. During the discussion they made recommendations as to how my product could be improved and changes that need to be made. This will lead to my design / product being successful

Feedback relating to aesthetics / style.

Feedback relating to potential customer base.

Feedback relating to colour scheme/finish.

Feedback relating to choice of materials.

Feedback relating to Ergonomics.

FOCUS GROUP NUMBERS AND MAKEUP

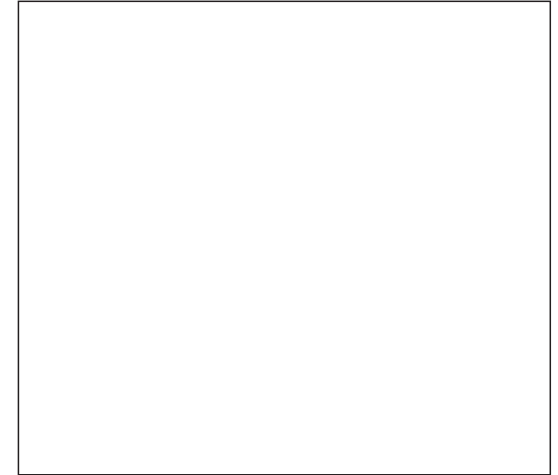
NUMBER OF MEMBERS _____

AVERAGE AGE _____

No OF MALES _____

No OF FEMALES _____

MODEL PHOTOGRAPH 1



Other Feedback.

SUMMARY OF FOCUS GROUP FEEDBACK

IS MY PRODUCT LIKELY TO SELL? YES NO