

A focus group experience in the study of inclusive design by APF France Handicap and the group SEB

GUIDE FOR A FOCUS GROUP

A focus group is a group exchange of about 6 people to understand in depth the different opinions, attitudes and behaviors on the subject.

Time :

Half a day

Around 2 p.m. - 5.30 p.m.

Number of participants : 5

Number of leaders : 3

1. Welcoming participants

Time :

30 minutes

Activity :

- Welcoming participants
- Plan a coffee break to compensate for delays
- Remind participants of the project schedule

2. To present oneself

Time :

1 to 2 min per person = 20 min



Exercise :

An object that (re) presents me

Ask participants beforehand to come to the session with an object that belongs to them. The participant can choose this object because :

- He just likes her a lot (emotional choice)

- He has an anecdote on this object
- He uses it every day, the object is essential for him (practical choice)
- He finds that this object represents him well (symbolic choice)

Each participant of the meeting will present and explain to others why the object brought the represents or represents a high point of his life in a few sentences .

3. View the scenarios created

Time :

7 minutes per scenario

Show and describe to the participants the imagined scenarios in which solutions are integrated to solve the problems encountered on a daily basis.

4. Share your vote

Time :

7 minutes per scenario

Ask participants beforehand to vote for their preferred scenario among all the scenarios presented. In order not to influence each other, this vote is first of all individual.

Then ask participants to share their vote with others in the group.

Do not immediately ask to explain their vote.

5. Word association

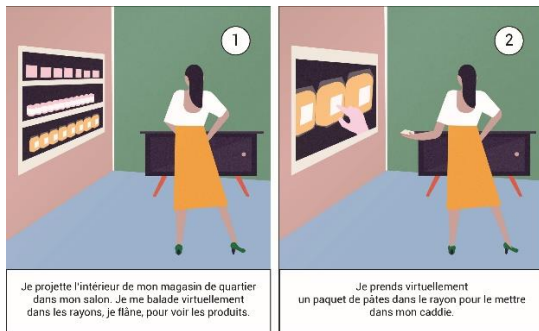
Time :

10 minutes per scenario

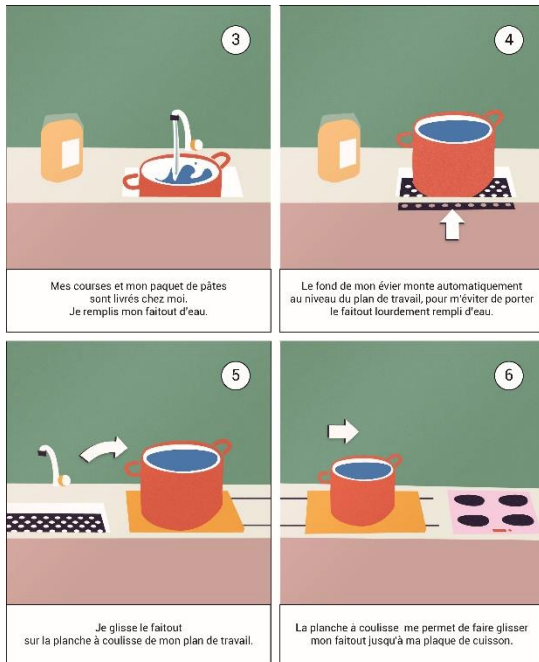
Divide each scenario into sequences. The sequences correspond to a precise concept of the scenario.

Example :

Sequence 1 : buy from a distance by virtually projecting the shelves of my neighborhood store at home .



Sequence 2 : use a removable worktop, to effortlessly move my kitchen utensils .



Ask the participants in each scenario sequence, what words come to mind intuitively. It can be an emotion, a feeling, an anecdote, a reference that makes you think ...

Note the words associated with each sequence to understand in detail the general perception that each has of the concepts presented.

6. Exploration : The + and -

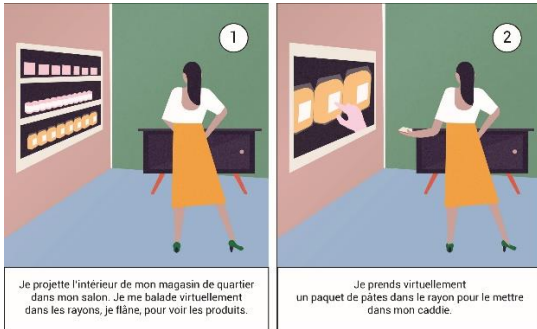
Time :

10 minutes per scenario

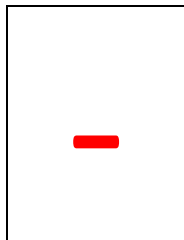
Display a "+" under the sequences perceived positively by the participants and "-" under the sequences perceived negatively .

Example :

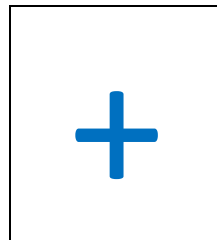
Sequence 1 : buy from a distance by virtually projecting the shelves of my neighborhood store at home .



Ask participants to vote for or against the sequence at the same time.

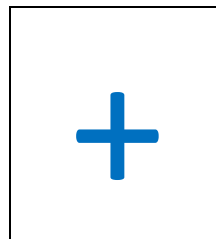
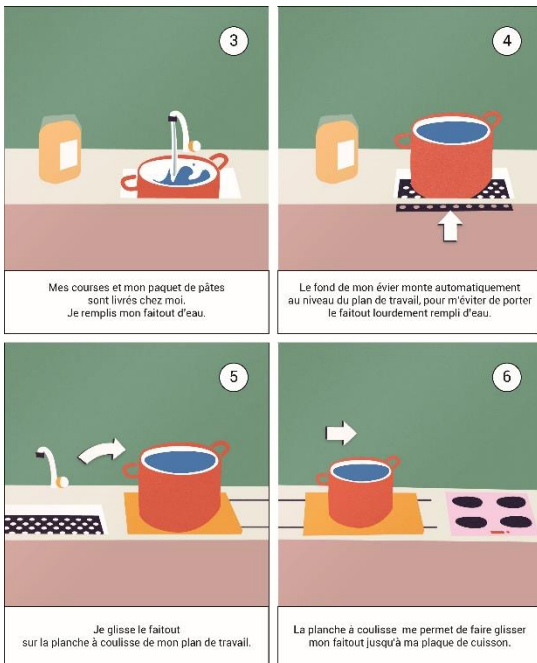


3 votes against



2 votes for

Sequence 2 : use a removable worktop, to effortlessly move my kitchen utensils



5 votes for

7. The best and the worst

Time :

10 minutes per scenario

Imagine the situations in which each concept of the scenarios is the most useful or the most unnecessary.

Example :

Sequence 1 : buy from a distance by virtually projecting the shelves of my neighborhood store at home .



" In what situation would this sequence be most useful to you ? "

Responses from participants :

THIS IS USEFUL IF ...

"The shops are closed"

"I don't have time to go to the store"

"I am stuck at home"

"I am sick, I am bedridden ..."

"I keep my children"

"I need to do my shopping in vocal "

"I cannot wear the races myself"

"I need to check with what I already have at home"

" In what situation this sequence would you most in useful ? "

Responses from participants :

IT IS NO USEFUL IF ...

"I want to see people"

"I want to take the air"

"I want to choose, to touch the products"

"I want to stroll, take ingredients to the feeling"

"I want to have advice from traders"

8. Prioritization : choice of steps to keep or discard

Time :

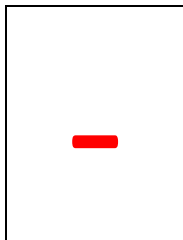
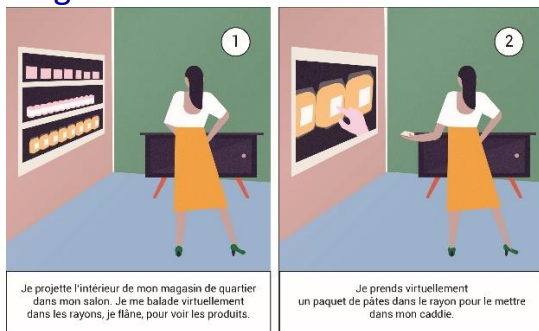
5 minutes per scenario

Summarize the group's impressions of these last exercises : the preferred or rejected scenarios, the reasons, the words associated with each sequence, the positive or negative perceptions, the usefulness of certain concepts.

Décider collectivement de garder ou de rejeter le concept présenté à chaque séquence scénarios.

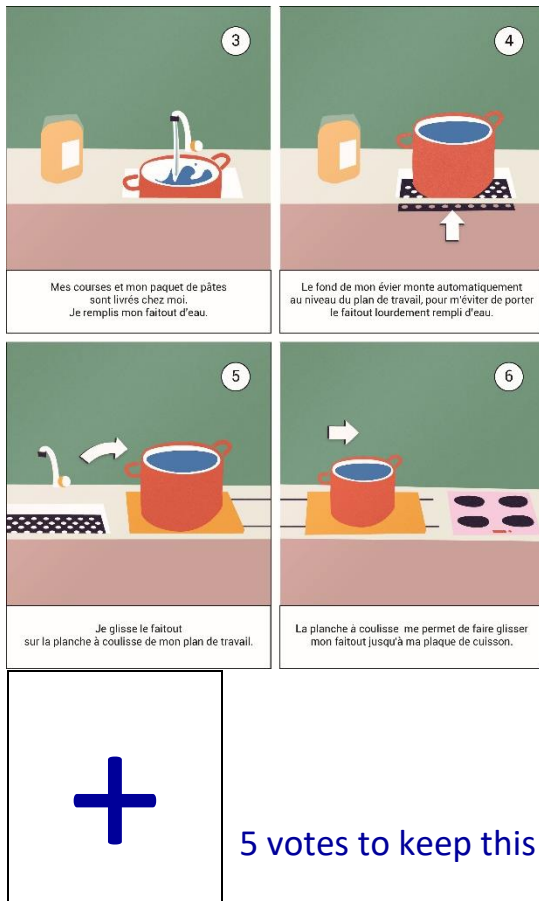
Example :

Sequence 1 : buy from a distance by virtually projecting the shelves of my neighborhood store at home .



5 votes to throw out this concept

Sequence 2 : use a removable worktop, to effortlessly move my kitchen utensils .



9. Competitiveness analysis

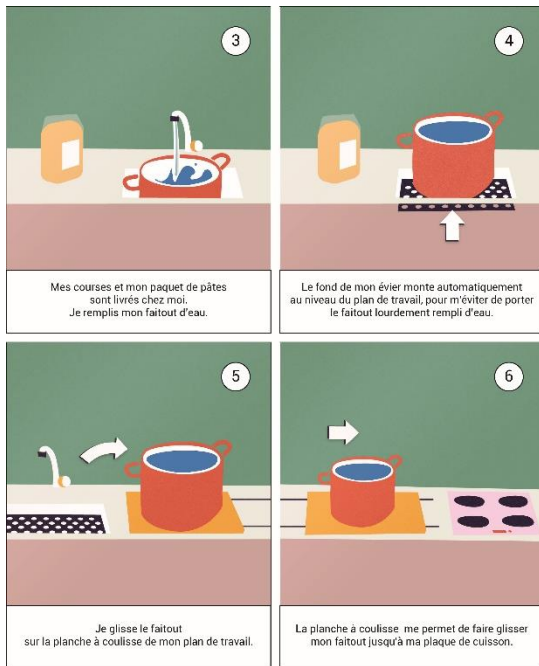
Time :

5 minutes per scenario

Ask for each validated sequence of scenarios, which is the most differentiating, innovative, important to keep, outstanding .

Example :

Sequence 2 : use a removable worktop, to effortlessly move my kitchen utensils .



“ It is the most impactful and differentiating because it does not exist in an affordable way and that it would be useful to everyone on a daily basis . ”

Note : it is interesting to compare this collective final decision with the personal decisions at the start of the session.

This decision is not to be taken as a final criterion for the selection of concepts. It only reveals a selection method obtained by consensus, taking into account all the remarks, advantages and disadvantages stated through the previous exercises.

It is equally important to keep the valuable verbatims set out in the first personal votes, more subjective and relating to the first impressions of the concept.

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