Design and Implementation of a Focus Group Research Project

Existing Literature on Topic

Advice/ Input from Stakeholders

Research (Study) Questions

Theoretical Framework

Segmentation Plan
- Identification of selection criteria
- Development of screener

Ethical Issues and Clearance Requirements
- Informed consent of participants
- OMB/IRB requirements
- Sensitive topics
- Confidentiality

Recruitment Plan
- Methods
- Who will recruit
- Timeline
- Documentation
- Location for the groups
- Incentives

Moderator Guide
- Development of questions and activities
- Pilot test and revise
- Timing

Selecting Moderators
- Skills needed
- Matching characteristics of target audience
- Expectations

Conducting the Focus Groups
- Group dynamics
- Observers
- Logistics
- Protecting participants and the rigor of research
- Troubleshooting

Analysis of Data
- Notes and/or transcripts
- With or without qualitative software

Report Findings
- Top-line summary
- Extensive report
- Publication
- Debriefing
- Presentation

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