

Focus Group Checklist

Develop questions (6 – 10 weeks before)

- Submit to other professionals
- Revise
- Test market

Need human subjects approval?

- Submit approval 6 – 8 weeks before

Logistics

- Book rooms (6 weeks before)
 - Consider location, seating, lighting, noise
 - Reserve room for 30 minutes before and after session
- Book catering, if needed. Avoid “loud” foods. (4-6 weeks before)

Moderators

- Recruit moderators (4-5 weeks before)
- Train moderators (1-2 weeks before)

Selecting participants

- Recruit students (3-4 weeks before)
- Screen students (2-3 weeks before)

One week before

- Send confirmation postcard to participants

Day before

- Call/e-mail participants
- Check food/beverage order
- Check tape recorder
- Label tapes
- Gather materials
 - Extra copies of moderator and recorder guides
 - Extension cords
 - Extra batteries
 - Extra tapes
 - Flip chart and markers
 - Copies of consent forms
 - Pens
 - Any surveys or materials
 - Incentives

Day of focus group

- Call/e-mail participants
- Arrive 30 minutes early for room set-up/ensure catering is delivered