

Focus Group Question Template

Purpose

This template is designed to help you develop **open-ended, unbiased, and effective questions** for your focus group discussion. The goal is to encourage detailed responses, promote conversation, and gather meaningful insights.

1 Research topic

[Write your research topic or area of focus.]

Example: Exploring customer satisfaction with a new app.

2 Research objectives

[Write what you aim to learn or uncover in the focus group.]

Example: To understand how users perceive the app's usability, design, and overall experience.

3 Icebreaker questions

These questions are designed to help participants feel comfortable and introduce the discussion. Here are icebreaker questions for a focus group discussing a specific app:

- "Can you tell us a little about yourself?"
- "What is something you enjoy doing in your free time?"
- "What was the last app you used, and what did you like about it?"

4 Key discussion questions

These questions should directly address your research objectives. Here are key discussion questions for a focus group discussing a specific app:

- "What do you think about the layout and design of the app?"
- "How easy or difficult is it for you to navigate through the app?"
- "What features do you find most useful or interesting in the app?"
- "Are there any features you feel are missing or need improvement?"

5 Probing questions

Use these questions to encourage participants to elaborate or provide deeper insights. Here are probing questions for a focus group discussing a specific app:

- “Can you explain why you feel that way?”
- “How would you compare this to other apps you’ve used?”
- “Could you give an example of a time when this happened?”

6 Closing questions

These questions help you gather any final thoughts or feedback from participants. Here are closing questions for a focus group discussing a specific app:

- “Is there anything else you’d like to share about the app?”
- “Would you recommend this app to a friend? Why or why not?”
- “What would you change or improve if you were in charge of the development?”