

# FOCUS GROUPS

*Focus groups help target development investments to high-value areas.*

What users say they want from a product, service or website is frequently not consistent with what they will actually purchase and use. To be confident that you are responding to the right user needs in the most effective ways, you need to understand the full context of users' Interests, Activities and Opinions (IAO).

## OUR SERVICE

Akendi's experts are experienced in selecting, designing, facilitating and analyzing Focus Groups to provide you with a full understanding of a user base's IAO about your offerings.

We are uniquely qualified to use these tools to achieve the most insightful and accurate IAO data possible. Our experienced facilitators ensure that Focus Groups achieve the desired goals, and we are skilled in analyzing qualitative data.

## Duration

On average, a Focus Group or User Survey project ranges from two to four weeks in duration.

## ABOUT AKENDI

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

## BENEFITS

- Creates an understanding of the lifestyle of customers
- De-risks product design
- Uncovers customer values
- Provides insights into benefits, readiness to buy, loyalty and demographics
- Uncovers hidden needs and desires

## CALL FOR A CONSULTATION

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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## OUR FOCUS GROUP PROCESS

### Establish Goals

- Success metrics
- Stakeholder values
- Competitive analysis

### Conduct Research

- Group sessions
- Surveys
- Remote and on-site

### Analyze Data

- Qualitative
- Quantitative

### Create Business Case

- Business requirements
- Customer needs

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Akendi





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## OUR APPROACH

Based on your particular needs, goals, offerings and audiences, we can design and administer a variety of focus group methods, including facilitated focus groups of 6 -12 participants.

We are skilled at crafting discussion topics for focus groups and at facilitating the discussions to elicit the most revealing responses. We also pre-test participants to guard against issues with language and logic, which could warp the results.

## OUTCOMES

After administering your Focus Group we will provide expert analysis of the data. We then translate the information into strategies and designs for products, services, or websites that achieve their goals and are loved by users.

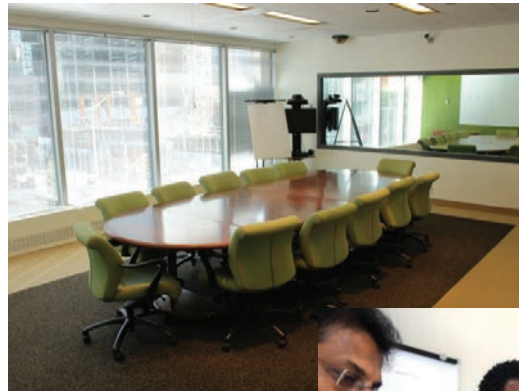
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Facilitation Room



Focus Group in progress

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