

Focus group guideline – for anti-procrastination app

Pre- survey

Hand out pre-survey & pens as participants move in

Welcome

Introduce moderator and participants

Introduction, warm-up & guidelines

Our goal today is to discuss about one mobile app that I designed.

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We're tape recording, one person speaking at a time

No need to be hesitant about saying what you really feel; even its bad

No right or wrong answers, only differing points of view

You don't need to agree with others, but you must listen respectfully as others share their views

Rules for cellular phones and pagers if applicable.

Open Questions:

Part 1:

Understanding procrastination behaviors among target audience

1. Plz take out a piece of paper, I want to write down 3 words that come up to your mind about procrastination (2 min)
2. Plz write down 3-4 terms. – ideas & memories that are related to procrastination
3. Who is suffering from procrastination now? (if no one respond, then relate personally)
4. Sharing part + what are the words/ terms that you wrote down?
(start randomly with our sequence, ask neutral questions & ask them to explain more)

Strategy:

5. Do you have any strategies to deal with your procrastination problems? Plz share
6. Does it work? does it not work? why?
7. The discussion about common strategies for procrastination –
 - a. Get started/ start moving/ take the first step
 - b. Make a list of things and schedule them into your timetable
 - c. Break down the tasks and prioritize – usually start from the most difficult ones

Now that... let me introduce my app. I designed this app and there are for sure a lot of problems, so don't be afraid to hurt my feelings and pointed them out + share your opinions – much appreciated!!

Part 2:

Walk through the app without intro

Make a couple guesses -

8. What is this app's functionality/ What's it used for? (if the purpose is clear)
9. Tell me about your first impression for this app
10. Please use three words to summarize this app's functionality (keywords)

Reveal the purpose / name / logo

11. How do you like the concept of this app?
12. Do you think the designed purpose is well delivered through this app?
13. Do you think it will be helpful to deal with procrastination?
14. In general, do you like this app?
15. Can you imagine using it yourself?
16. If you are the user of this app, what do you expect from this app?
17. Do you think the headline describe this app well?
(ChronoME - anti-procrastination life tracker, personal calendar, goal achiever and planner)
18. Will you be interested in seeing other people's life milestone in this app?
(show the instruction page)
19. Do you think you would pay for that as a premium feature?
20. From the users perspective, what kind of premium features would you want to see in this app?
21. Any other comments on the app is welcomed! (UI, UX, logo, name, price, etc.)
(wrap up)

Notes:

Things needed:

- **Surveys printed out**
- **Blank paper – at least 10**
- **Snacks – Tuesday night**
Napkins & plates
- **Pens & papers – Tuesday night**
- **Notebook to take down notes/ recording?**