Group techniques

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Why

Working with groups of people provides **diverse opinions**, and the **group dynamics** can create new ideas or perspectives, that now single stakeholder group would be able to provide.

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Methods

- Focus Groups
- Fishbowl
- Bar Camp
- World Cafe
- Breakout Sessions
- Open Space

Challenges

- Logistics - more people, more constraints
- Managing Space
- Moderation

Focus Groups

NN/g Nielsen Norman Group

Evidence-Based User Experience Research, Training, and Consulting

Search

HOME TRAINING CONSULTING REPORTS ARTICLES ABOUT NN/G

Topics

- E-commerce
- Intranets
- Mobile & Tablet
- User Testing
- Web Usability
- Writing for the Web
- See all topics

Recent Articles

- Response to Criticisms of Flat-Design Eyetracking Study
- We Can Do Better on Mobile: Designing for the Medium
- UX Lessons I Wish I Learned in School
- Plain Language Is for Everyone, Even Experts
- First Impressions Matter: How Designers Can Support Humans' Automatic Cognitive Processing

See all articles

The Use and Misuse of Focus Groups

by JAKOB NIELSEN on January 1, 1997

Topics: Research Methods

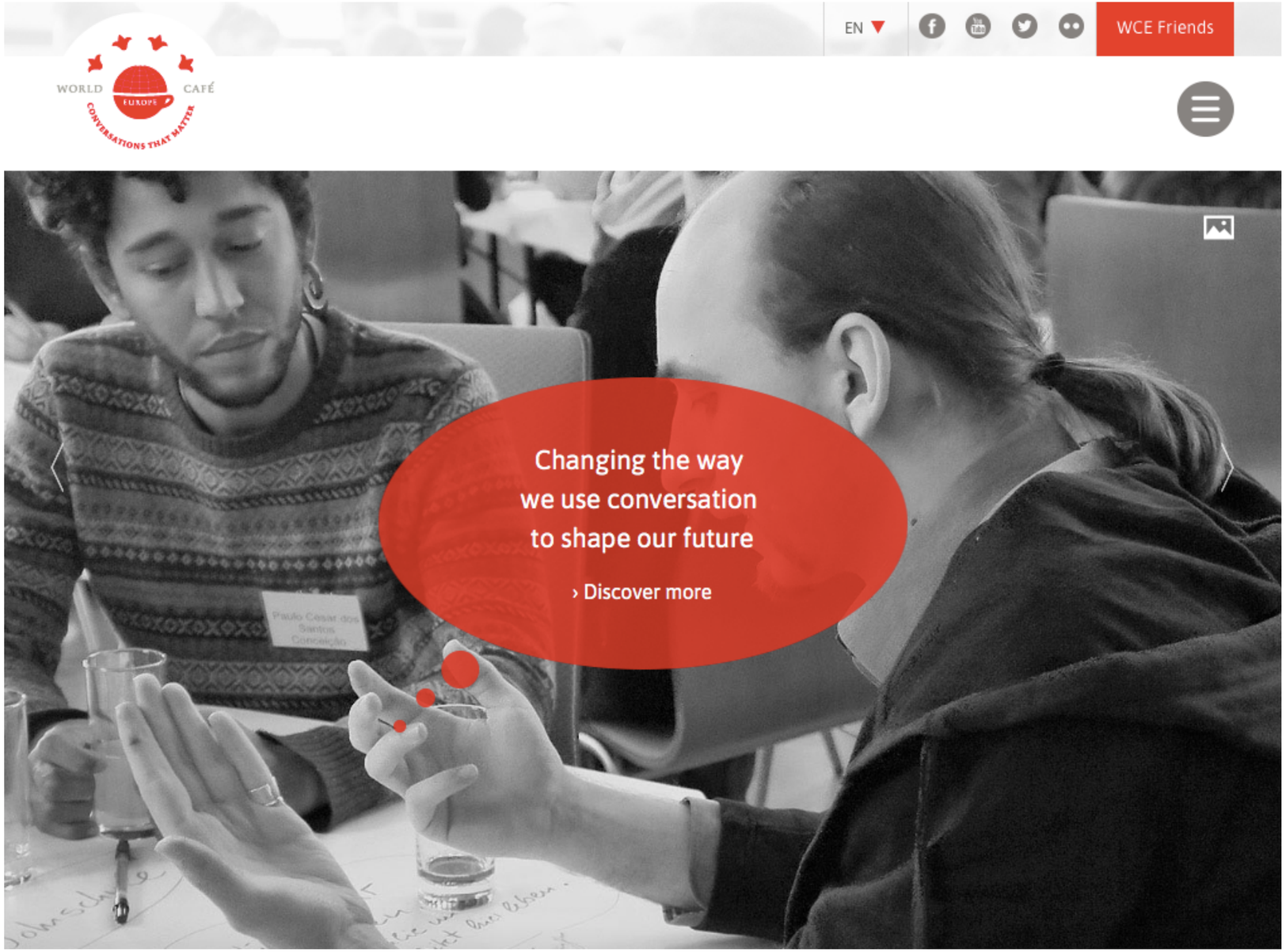
Summary: Focus groups can be a powerful tool in system development, but they should not be the only source of information about user behavior. In interactive systems development, the proper role of focus groups is not to assess interaction styles or design usability, but to discover what users want from the system.

Focus groups are a somewhat informal technique that can help you assess user needs and feelings both before interface design and long after implementation. In a focus group, you bring together 6–9 users to discuss issues and concerns about the features of a user interface. The group typically lasts about 2 hours and is run by a moderator who maintains the group's focus.

Focus groups often bring out users' spontaneous reactions and ideas and let you observe some group dynamics and organizational issues. You can also ask people to discuss how they perform activities that span many days or weeks: something that is expensive to observe directly. However, they can only assess what customers *say* they do and not the way customers actually operate the product. Since there are often major differences between what people say and what they do, **direct observation of one user at a time always needs to be done to supplement focus groups**.

https://www.nngroup.com/articles/focus-groups/

World-Cafe



http://www.worldcafe.eu/en/index.html

Exercise

Fishbowl

»Self-driving cars: potentials, challenges, opportunities«

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