

**AD420 • ME444 • MKTG594 Motorola Project**  
Fall Semester, 2006**Stephen Melamed**, Industrial Design, College of Architecture & Arts  
**Albert Page**, Marketing, College of Business Administration  
**Michael J. Scott**, Engineering, College of Engineering**Assignment**      **No. 6** Focus Group Moderator Guide / Executive Summary**Project Description**

The IPD faculty is currently in the process of scheduling focus groups for the class. The faculty will post available time slots and teams are to register /confirm the best days and times for their team. Between now and the time your team conducts its first focus group, each team must prepare a **Moderator's Guide**. This is a set of questions the moderator will ask the group to guide the discussion and conversation in the direction the team wants it to go, as presented in Prof. Page's lecture and discussed in class. Sample questions are available on the IPD web site. *One of the team's members will act as the Moderator for these sessions.*

As soon as possible each team must arrange to have a meeting with a representative at the **Survey Research Laboratory** (SRL) facility (412 South Peoria Street, 6th floor) to go over your team's draft of the Moderator's Guide. At that time, the SRL people will also introduce you to the room and facilities where your groups will be conducted. You should contact **Ron Hazen** immediately to arrange a time next week when you can all meet with him. His phone number at the SRL is 312-996-2171 and his e-mail is RonH@srl.uic.edu. He is expecting you to contact him. When you meet with him you should have a *complete draft* of your team's Moderator Guide to show him, and let him comment on and make suggestions for improving upon the first draft. Please send your guide draft to Prof. Page (alp3@uic.edu) so he can review and comment on your guide before you show it to Ron Hazen.

The deliverables for this assignment will be a robust **Moderator Guide** for your team to use during its three paid focus groups and a final report. Keep in mind, you can modify or revise your Moderator Guide after each group is completed as you learn from and benefit from the previous group session. Your guide, and subsequent report / **Executive Summary** of your findings, should be included as an Appendix in your presentation and report to Motorola at the semester's final presentation.

At the conclusion of the focus group sessions, each IPD team will be required to prepare a short report for Motorola management detailing the findings and results of this structured research activity.

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The report should be approximately four (4) pages in length and should be primarily in a bullet point format making it easy for the reader to quickly learn about the results of your research (key learnings). Use *direct quotes* from your group participants to illustrate your findings whenever possible and / or appropriate. Attach your protocol list of discussion questions to your team's report as part of the Appendix. Results of these focus groups (as well as your other research activities) should be included in your end of the semester final presentation to Motorola on Tuesday, December 5th.

**Project Requirements**

1. Arrange to meet with Ron Hazen at the SRL.
2. Prepare initial draft of the **Moderator's Guide**, sections, questions, and time allocations for preliminary review by IPD faculty.
3. Prepare final Moderator's Guide for use in focus group research sessions. Prepare and review the protocol for all the questions for the sessions. Make sure you have more questions ready than you believe you may need. Assign time durations to each part of the protocol.
4. Compile findings from all the focus groups.
5. Identify key learnings, sort, organize by category and priority / level of importance.
6. **Executive Summary** - prepare report of findings, maximum four (4) pages typewritten, with 1" margin on all sides.
7. Submit hard copy to Prof. Page in class, and post electronic version to the class .ftp site.

**Due Date**

First draft reviewed by Prof. Page as soon as possible.  
2nd/3rd/final draft reviewed by Ron Hazen *prior to your group's first session.*