

**AD420 • ME444 • MKTG594 Motorola Project**  
Fall Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts  
**Michael J. Scott**, Engineering, College of Engineering  
**Albert Page**, Marketing, College of Business Administration

---

<b>Assignment</b>	<b>No. 11</b> Focus Group : : Moderator Guide   Executive Summary
<b>Project Description</b>	<p>The IPD faculty has established and published a schedule for focus groups for the class. The faculty has posted available time slots and teams are to register, and confirm the best days and times for their respective team. Between now and the time your team conducts its first focus group, each team must prepare a detailed <b>Moderator's Guide</b>. This is a set of questions the designated moderator will ask the group to guide the discussion and conversation in the direction the team wants it to go, as presented in Professor Page's lecture and discussed in class. Sample questions are available on the IPD web site. <i>One of the team's members will act as the Moderator for these sessions.</i></p> <p>As soon as possible each team must arrange to have a meeting with a representative at the <b>Survey Research Laboratory</b> (SRL) facility located at 412 South Peoria Street, 6th floor, CUPPA Building, to go over your team's draft of the Moderator's Guide. The SRL people will be using the participant screener and demographic requirements provided by each student team to recruit the research subjects. The actual focus group sessions, however, will be conducted in the observation rooms in the Innovation Center. With the written consent of the participants, you will be able to record (audio/video) each session should you choose to do so.</p> <p>Each team should contact <b>Kara Pennoyer</b>, SRL Project Manager, to arrange a time when your team can meet with her. Her phone number at the SRL is 312.996.5029, and her e-mail is <b>karap@srl.uic.edu</b>. She is expecting you to contact her. When you meet with her you should have a <i>complete draft</i> of your team's Moderator Guide to show her, and let her comment on and make suggestions for improving upon this first draft. Please send your draft of the Moderator's Guide to Professor Page (alp3@uic.edu) so he can also review and comment on your initial draft <i>before</i> you share it with <b>Kara Pennoyer</b> of the SRL.</p> <p>The deliverables for this assignment will be a robust <b>Moderator Guide</b> for your team to use during its three (3) funded 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 / <b>Executive Summary</b> of your findings, should be included as an Appendix in your presentation and report to <b>Motorola</b> at the semester's final presentation.</p>

continued...

**AD420 • ME444 • MKTG594 Motorola Project**  
Fall Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts  
**Michael J. Scott**, Engineering, College of Engineering  
**Albert Page**, Marketing, College of Business Administration

---

**Assignment**      **No. 11** Focus Group : : Moderator Guide | Executive Summary      page 2 of 2**Executive Summary**

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

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 2nd.

**Project Requirements**

1. Arrange to meet with **Kara Pennoyer** 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 for the allocated time period. 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 Professor Page in class, and post electronic version to the IPD class web site.

**Due Dates**

First draft reviewed by Professor Page as soon as possible.

2nd/3rd/final draft reviewed by **Kara Pennoyer** prior to your group's first session.