

AD421 • ME445 • MKTG594 Motorola Project
Spring Semester, 2009**Stephen Melamed**, Industrial Design, College of Architecture+Arts
Albert Page, Marketing, College of Business Administration
Michael J. Scott, Engineering, College of Engineering**Assignment** **No. 16** Moderator's Guide II**Project Description**

Once your team has created your ideas for new products that respond to the problem you identified last semester, the next step in the development process is to produce Concept Cards (Assignment 14) that are your best representation of the new product concept. Following the development of the cards the class will want to present them to consumers in a controlled setting to get their reactions to the new product/software/system concepts. The class will accomplish this goal in two ways:

1. Qualitatively via focus groups, and
2. Quantitatively via a (on-line) survey (e.g. Survey Monkey)

Concept testing Focus Groups will begin on February 4th and each team will conduct three group discussions of their ten (10) Concept Cards during the succeeding three weeks (culminating week of February 17th). Therefore, each team will need to prepare another Moderator's Guide (v.2) for this second round of focus groups.

The development of the Moderator's Guide II can proceed in parallel with the development of the Concept Cards since the conduct of the focus group is independent of the specific concept cards. Consider providing approximately 7 to 10 minutes of discussion per concept in the focus groups.

Remember the purpose of these focus groups is to get the participants' subjective reactions to the proposed concepts. Once you get comments and criticisms from the first group your team can revise, modify and/or change any of the Concept Cards for the next group to react to, and so on. The Focus Groups are to be an *iterative* process of develop, test, revise and retest.

Project Requirements

Develop a draft of the Moderator's Guide II your team will use to conduct its three Focus Groups. All the rules and guidelines from the first Moderator's Guide (Assignment 11) from Fall Semester will also apply to this assignment.

Due Date Tuesday, January 27

Submit a draft of your team's guide to Prof. Page for evaluation and review. Prof. Page may make suggestions or recommendations for improvements or changes to your draft.