



DISCOVER

FOCUS GROUP EXAMPLE AGENDA

TIME	TOPIC	KEY POINTS
~5 min	Introductions	<ul style="list-style-type: none">• Introduction of group participants: Name, Office, Position• Icebreaker question: What is your favorite thing about spring?
~5 min	Review of tech Group agreements Meeting purpose	<p>What value will this focus group add that we didn't have before?</p> <p>This focus group will help us learn about the customer experience from your perspective as caseload staff. Your input, along with feedback from customers, will give us a fuller understanding of the process.</p> <p>Tech</p> <ul style="list-style-type: none">• Review features we will be using <p>Agreements</p> <ul style="list-style-type: none">• Turn off email and phones• Mute except to talk• Be open, curious, and supportive• Communicate, collaborate, and have compassion
~30 min	Process Questions	<p>Process Map Pain Points</p> <p>We will use this process map, find out when, where, and what issues customers may be experiencing with the process.</p> <p>Looking at the process map:</p> <ol style="list-style-type: none">1. When are customers dropping out of the process?2. Where do customers ask the most questions?3. What questions do they ask?4. What is your response to their questions?
~30 min	Customer Questions	<p>Step 1: Take 5 minutes to jot down what you've heard from customers about why they drop out and the barriers they face.</p> <p>Step 2: In pairs, spend 10 minutes sharing and refining your observations into a clear list of common dropout reasons.</p> <p>Step 3: Large group debrief. Spend 15 minutes debriefing the conversations from your small group.</p>
~5 min	Wrap up	<ul style="list-style-type: none">• Thank you• Plus/Delta