

FOCUS GROUPS BRIEFING DOCUMENT

PROJECT TITLE:
BACKGROUND: <i>(What we currently know)</i>
PURPOSE OF RESEARCH: <i>(How we plan to use the results)</i>
OBJECTIVES: <i>(Specific topics we wish to cover)</i>
TARGET GROUP PROFILES: <i>(e.g. Age, Gender, Users/Lapsed, Values, Segments)</i>
REQUIRED FEEDBACK: <i>(Presentation/report/transcripts/film)</i>
OUTPUT TIMING: <i>(When report/findings are required)</i>
BUDGET:
LOCATION: <i>(e.g. Centre Management suite, hotel, other)</i>
DURATION:
VISUAL AIDS: <i>(Advertising, mall guides, signage etc)</i>
TIMING: <i>(e.g. Lunchtime, afternoon, evening)</i>